

BULKY DOCUMENTS

(exceeds 300 pages)

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Filed: 11-02-02

Title: Notice of Examination of Witness

Part 2 of 2



DO A RAD

Live Longer, Better, Wiser

This year's indispensable guide for every one of us

How To Get Things Done—NOW!

By Dr. Gail Saltz

Special Heart Section:
A Wake-Up Call for Men

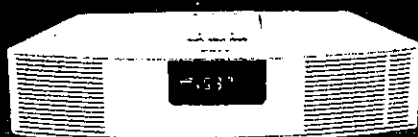
By Dr. Isadore Rosenfeld

Plus:

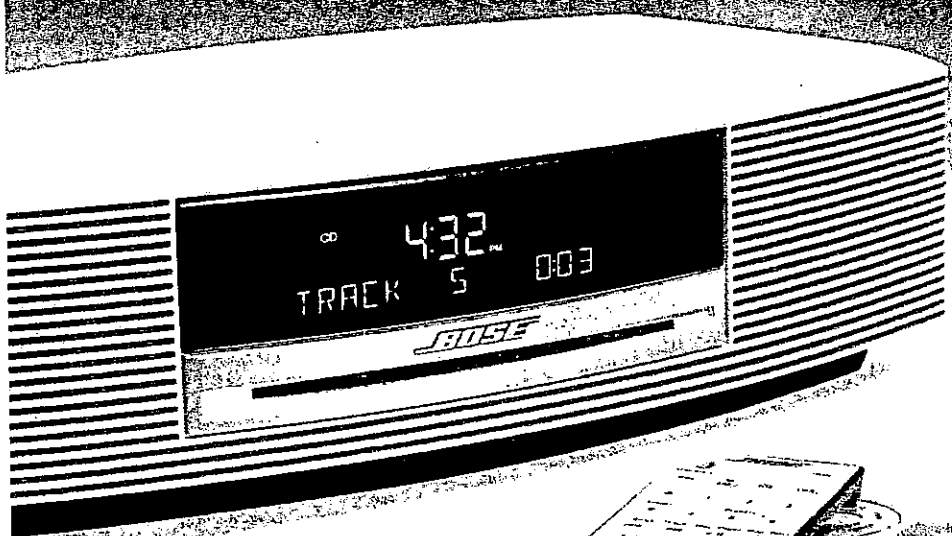
- Getting the Best Auto-Insurance Rates
- Vacation 101: Tips for Packing Light

In Step With **Michelle Kwan** By James Brady

The original Wave® radio
"...the perfect table radio..."
Ken Reitz, *Monitoring Times*



EVOLUTION OF A REVOLUTION.



The NEW Wave® music system
"Turn it up, close your eyes and you'll
think you're listening to a...sound system
that costs five times more." – *Forbes FYI*

Introducing an acclaimed innovation from the most respected name in sound.

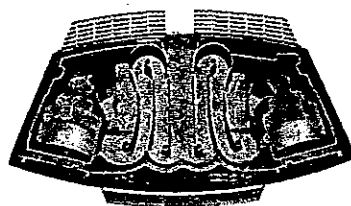
What did we do with the radio that *Popular Science* called "a sonic marvel?" Continued research – and dramatically improved the sound. After hearing the new Bose® Wave® music system, David Novak, the Gadget Guy, says: "It can easily replace whatever component system you currently have...One listen and you'll question your sanity."

Its new performance. The key to the upgraded performance is our new dual tapered waveguide speaker technology. Building on the award-winning single waveguide in the original Wave® radio, it reproduces even deeper notes. Musical instruments are clearer and better defined. Your music sounds more real, from the highest flights of a trumpet to the deep rhythmic patterns of a bass guitar. You enjoy sound quality valuing larger and more expensive stereos –

without big speakers and a rack of components. As Stephen Williams of *Newsday* reports, "the equipment disappears, leaving only the music."

Convenient new features, including MP3 CD capability.

The new Wave® music system includes a slot-loaded CD player that also plays your favorite MP3 CDs. A small, credit card-style remote lets you easily control every function, whether using the FM/AM digital tuner or switching a CD to random play. You can also use the system to bring better sound to your TV, DVD player or computer.



The new dual tapered waveguide.
Available only from Bose.

A better system. A better value.

Take advantage of our new payment plan and you can use your own major credit card to make 12 easy payments, with no interest charges from Bose.* Plus, our Excitement Guarantee lets you experience the new Wave® music system for 30 days risk free. Please compare the sound, side by side, to much larger and more expensive systems. You will appreciate our request when you make this comparison.

Free
Shipping
with your
order.

TO ORDER OR LEARN MORE, CALL TODAY

1-800-581-2073
EXT. TG268

Discover all our innovative products at
www.bose.com/tg268

Name _____

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City _____ State _____ Zip _____

Phone _____

E-mail (Optional) _____

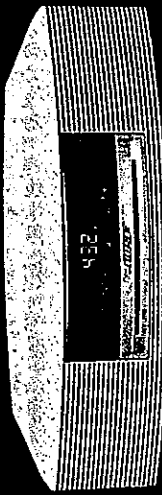
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BOSE®
Better sound through research®

Bose payment plan available on orders of \$299-\$1500 paid by major credit card. Down payment is 1/12 the product price plus tax. Then, your credit card will be billed for 11 equal monthly installments with 0% APR and no interest charges from Bose. Credit card rules and interest may apply. U.S. residents only. Limit one active financing program per customer. ©2005 Bose Corporation. Patent rights issued and/or pending. The distinctive design is also a registered trademark of Bose Corporation. Financing and free shipping offer not to be combined with any other offer or applied to previous purchases, and subject to change without notice. Risk free refers to 30-day trial only and does not include return shipping. Delivery is subject to product availability. Quotes are reprinted with permission: Ken Reitz, *Monitoring Times*, 3/99; Thomas Jackson, *Forbes FYI*, Winter 2004; Marcelle M. Saviero, *Popular Science*, 12/93.

NEW

INTRODUCING THE
BOSE® WAVE® MUSIC SYSTEM.



ITS HERITAGE *Popular Science* called the original Bose Wave® radio "a sonic marvel." The *Chicago Tribune* said its sound was "superb." And *Forbes* ASAP magazine placed it on their "All-Time A-List" of technology breakthroughs that have changed the world. Now, the award-winning predecessor has been engineered to a new standard of performance, simplicity, and elegance.

ITS NEW PERFORMANCE

- Reproduces one-half octave lower musical notes.
- Produces even greater instrument clarity and definition.
- Plays the newer MP3 CDs as well as conventional CDs and of course, FM/AM radio.
- David Novak, the Gadget Guy, says, "It can easily replace whatever component system you currently have."

ITS NEW SIMPLICITY

- No buttons! It is completely and conveniently controlled by a small, elegant remote control.

FREE
shipping with
your order.

ITS NEW ELEGANCE

- The original model has been repeatedly praised for its distinctive design. The new model has carried this design to an unprecedented level with the absence of all buttons.
- A thin, slot-loaded CD player replaces the previous top door mechanism.

NEW BOSE PAYMENT PLAN AND A 30-DAY

EXCITEMENT GUARANTEE. Use your own major credit card to make 12 easy payments, with no interest charges from Bose.* Our Excitement Guarantee lets you experience the new Wave® music system for 30 days risk free. During this trial period please compare, side by side, its sound to that of larger and more expensive sound systems owned by you or your friends. You will appreciate our request when you make this comparison.

TO ORDER OR LEARN MORE, CALL TODAY

1-800-295-2673, ext. TG379

Discover all our innovative products at

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*Bose payment plan available on orders of \$299-\$1500 paid by major credit card. Down payment is 1/12 the product price plus tax. Then, your credit card will be billed for 11 equal monthly installments with 0% APR and no interest charges from Bose. Credit card terms and interest may apply. U.S. residents only. Limit one active financing program per customer. Financing is subject to credit review. Financing and fees shipping offer not to be used in conjunction with other offers or applied to previous purchases, and subject to change without notice. Risk free refers to 30-day trial only and does not include return shipping. Delivery is subject to product availability. Quotes are reprinted with permission: *Wardrobe*, 1/12/00; *Saviers*, *Popular Science*, 1/28/01; *Chicago Tribune*, 8/27/93; *Forbes*, 1/12/00.

SIXTY YEARS OF

60
1945-2005

INSPIRED LIVING

Guidепosts

MAY 2005

John WALSH

HOW STRONG VALUES PROTECT CHILDREN

MOTHER'S DAY MIRACLE "I LOVE YOU, MOM"

DR. NEIL WARREN MAKING A MARRIAGE WORK...THE SECOND TIME



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LAURA ABLADIAN

BOSE CORP.

THE MOUNTAIN

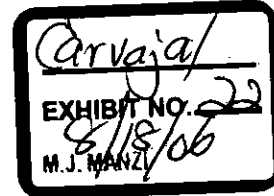
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HEALTHY
RECIPES FOR
HEART & SO

Contact: BOSE Corporation
Carolyn Cinotti
508-766-7781
Carolyn_cinotti@bose.com

For Immediate Release



ANOTHER FIRST FROM BOSE:

THE HIGH PERFORMANCE INTERACTIVE PC AUDIO SYSTEM

New Wave/PC System = New Way to Listen

Converge on this: Bose® Corporation is showing a new compact music system that connects to a personal computer for one-touch access to Internet radio, digital audio files, AM/FM radio and compact discs.

The Bose Wave/PC™ interactive system takes "convergence" to a new level, with superb audio performance and surprising ease-of-use via intuitive controls and a credit-card sized remote.

It is the next step in **computer audio evolution**. So much more than just a workstation, today's PC is where people go to talk to friends, keep up with news and sports, play games, shop, and now, organize and enjoy their music.

From MP3 to the BBC

Any computer owner familiar with Windows operating systems can use the Wave/PC system to listen to AM/FM and Internet radio stations, play and record CDs onto the PC's hard disk, organize and play music downloaded from the Internet, and create personal music lists.

(more)

Bose v. Goldwave
Opp. 91165449 Ex 22

"We've made it simple for the user," said Rob Brown, Manager of Bose Integrated Systems Product Marketing. "People spend a lot of time at their computers these days. The Wave/PC system makes it easy for them to listen to music there, and access digital audio as they explore the musical side of the Internet -- without grappling with multiple devices and programs."

Consistent with Dr. Amar Bose's goal to create products that combine high technology with ease of use and small size, the Wave/PC system also reproduces sound beautifully, thanks to patented Bose acoustic waveguide speaker technology.

Listen Globally, Live Locally

How would the typical PC user, or, say, **you**, work with this new system?

For starters, just enter your zip code. The Wave/PC system will download information about radio stations in your area, often including type of programming. Create your own list of favorites, and with a click of the mouse you can change stations. Or drag and drop them to presets instantly accessible with one touch of a button on the remote. For many stations you can even jump directly from its listing on the Wave/PC control panel to its Web site.

Looking to broaden your radio horizons? The Wave/PC system lets you listen to programs from around the world via Web radio broadcasts in Real Audio (RNWK) format. In fact, out of the box, it offers hundreds of international stations as easily as local ones, and enables you to preset and access them directly from the remote.

Want the newest music on MP3? Download and save music from the Internet, and let the Wave/PC system automatically find and organize it for you.

Now Try This

Insert a music CD into your computer's CD-ROM drive. Wave/PC audio system logs onto the Internet and automatically downloads information including artist names and track titles and makes this information instantly accessible the next time you play the CD.

Certain songs you really like? Select tracks or the complete CD for storage on your computer hard drive. In the mood to hear all of your jazz tracks? The Wave/PC software can sort the music by type, composer, artist, album or track. Just want to hear that song with "Tonight" in the title? You can quick search your entire music collection by keyword. Create your own playlists. Even assign playlists, music types, or artists to presets for instant access via the remote control.

Can't Help Thinking About Tomorrow

Although there are more features to the Wave/PC system than can be conveniently listed in a press release, one of the most refreshing is lack of obsolescence. When enhancements and new features to the programming software are available, they will be delivered to Wave/PC system owners via the Internet.

The Bose Wave/PC system takes up less desk space than a laptop, and weighs only seven pounds. **Beginning May 10th, 2001, a comprehensive presentation of the product is available at wavepc.bose.com.**

Available in the spring of 2001, the Wave/PC system costs \$449 and is sold through Bose stores, wavepc.bose.com or the toll-free number 1-800-444-BOSE(2673).

. #

(more)

Another First From Bose®: Wave/PC™ System = New Way to Listen

Page 4

Editors: for additional information contact Carolyn_cinotti@bose.com or
508-766-7781.

BOSE


The Wave/PC™ Interactive System

Owner's Guide

April 12, 2001

PDF259774_00



1. **Read these instructions** – for all components before using this product.
 2. **Keep these instructions** – for future reference.
 3. **Heed all warnings** – on the product and in the owner's guide.
 4. **Follow all instructions.**
 5. **Do not use this apparatus near water or moisture** – Do not use this product near a bathtub, washbowl, kitchen sink, laundry tub, in a wet basement, near a swimming pool, or anywhere else that water or moisture are present.
 6. **Clean only with a dry cloth** – and as directed by Bose® Corporation. Unplug this product from the wall outlet before cleaning.
 7. **Do not block any ventilation openings. Install in accordance with the manufacturer's instructions** – To ensure reliable operation of the product and to protect it from overheating, put the product in a position and location that will not interfere with its proper ventilation. For example, do not place the product on a bed, sofa, or similar surface that may block the ventilation openings. Do not put it in a built-in system, such as a bookcase or a cabinet that may keep air from flowing through its ventilation openings.
 8. **Do not install near any heat sources, such as radiators, heat registers, stoves or other apparatus (including amplifiers) that produce heat.**
 9. **Do not defeat the safety purpose of the polarized or grounding-type plug. A polarized plug has two blades with one wider than the other. A grounding-type plug has two blades and a third grounding prong. The wider blade or third prong are provided for your safety. If the provided plug does not fit in your outlet, consult an electrician for replacement of the obsolete outlet.**
 10. **Protect the power cord from being walked on or pinched, particularly at plugs, convenience receptacles, and the point where they exit from the apparatus.**
 11. **Only use attachments/accessories specified by the manufacturer.**
 12. **Use only with a cart, stand, tripod, bracket or table specified by the manufacturer or sold with the apparatus. When a cart is used, use caution when moving the cart/apparatus combination to avoid injury from tip-over.**
- 
13. **Unplug this apparatus during lightning storms or when unused for long periods of time** – to prevent damage to this product.
 14. **Refer all servicing to qualified service personnel. Servicing is required when the apparatus has been damaged in any way: such as power-supply cord or plug is damaged; liquid has been spilled or objects have fallen into the apparatus; the apparatus has been exposed to rain or moisture, does not operate normally, or has been dropped** – Do not attempt to service this product yourself. Opening or removing covers may expose you to dangerous voltages or other hazards. Please call Bose to be referred to an authorized service center near you.
 15. **To prevent risk of fire or electric shock, avoid overloading wall outlets, extension cords, or integral convenience receptacles.**
 16. **Do not let objects or liquids enter the product** – as they may touch dangerous voltage points or short-out parts that could result in a fire or electric shock.
 17. **See product enclosure bottom for safety related markings.**
 18. **Use Proper Power Sources** – Plug the product into a proper power source, as described in the operating instructions or as marked on the product.
 19. **Avoid Power Lines** – Use extreme care when installing an outside antenna system to keep from touching power lines or circuits, as contact with them may be fatal. Do not install external antennas near overhead power lines or other electric light or power circuits, nor where an antenna can fall into such circuits or power lines.
 20. **Ground All Outdoor Antennas** – If an external antenna or cable system is connected to this product, be sure the antenna or cable system is grounded. This will provide some protection against voltage surges and built-up static charges.

Section 810 of the National Electrical Code ANSI/NFPA No. 70 provides information with respect to proper grounding of the mast and supporting structure, grounding of the lead-in wire to an antenna discharge unit, size of grounding conductors, location of antenna-discharge unit, connection to grounding electrodes, and requirements for the ground electrode. Refer to the antenna grounding illustration on this page.

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Installing the Wave/PC™ system hardware

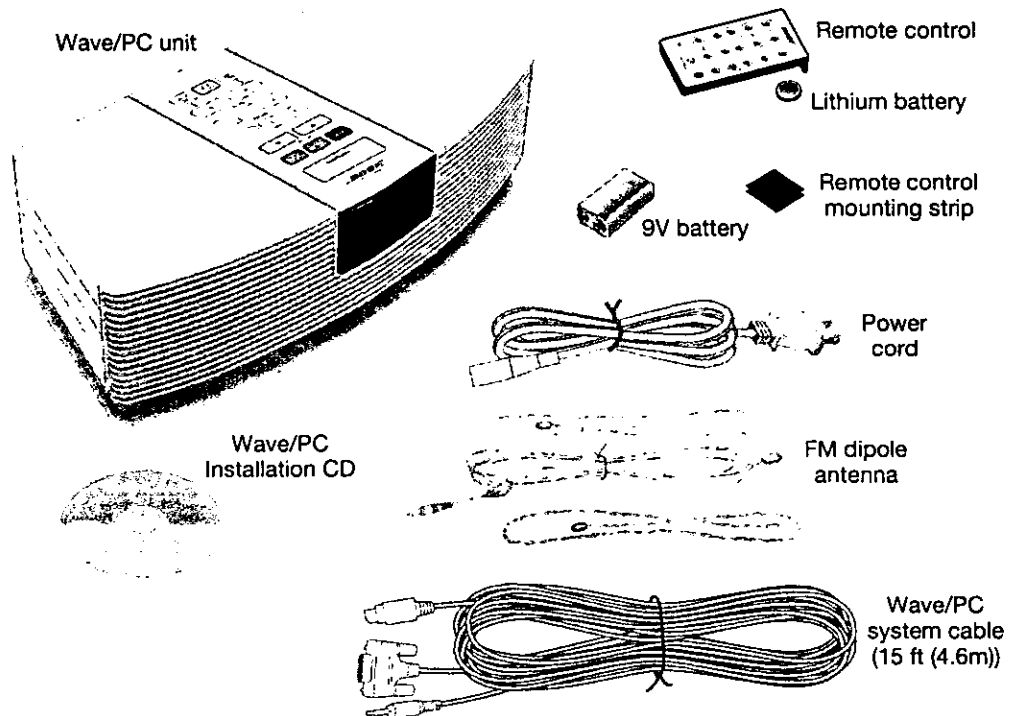
Unpacking the carton

Carefully unpack your system (Figure 1) and save all packing materials. The original packing materials provide the safest way to transport your Wave/PC system. If any part of the product appears damaged, do not attempt to use it. Notify Bose® Customer Service immediately. (See phone number listings on the inside back cover.)

🎵 **Note:** Find the serial number on the bottom of the Wave/PC unit. Write it on your warranty card and in the space provided on page 6.

Figure 1

Carton contents



Selecting a location for the Wave/PC unit

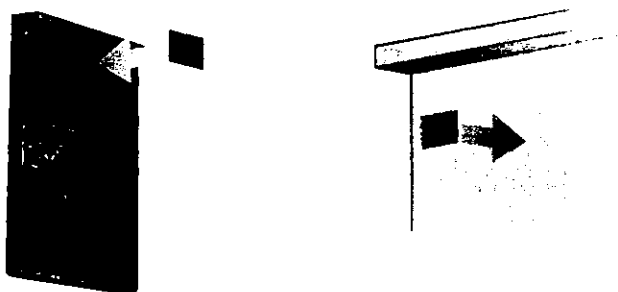
Your Wave/PC unit includes a 15 ft (4.6 m) interface cable allowing for greater flexibility in placement. Feel free to place and position the Wave/PC unit where you find the sound most pleasing. However, keep these useful guidelines in mind when selecting its location:

- 🎵 **Note:** Do not place the Wave/PC unit very close to your computer monitor. Doing so will degrade AM/FM tuner reception.
- Make sure the Wave/PC unit is within reach (15 ft (4.6m)) of your computer.
 - For best performance, place the Wave/PC unit at least 2 ft (61 cm) away from your typical seating position.
 - Do not place your Wave/PC unit on top of the monitor.
 - For best bass performance, locate your Wave/PC unit within 2 ft (61 cm) of a wall.
 - Place the Wave/PC unit on a flat surface.
 - Do not place the Wave/PC unit on a metal surface. Doing so could degrade AM reception.

5. Use the supplied mounting strip if you want to attach the remote to a surface in your listening room. Peel off the protective backing to stick one piece to the back of the remote and the other to the selected surface (Figure 4).

Figure 4

Installing the mounting strip for the remote control



Installing the 9V battery in the Wave/PC™ unit

WARNING: Keep the battery away from children. It may cause a fire or chemical burn if mis-handled. Do not recharge, disassemble, heat above 100°C (212°F), or incinerate. Dispose of a used battery promptly. Replace only with a battery of the same type or equivalent.

The 9V battery maintains clock and alarm settings and operates the Wave/PC™ unit's alarm system for approximately 48 hours during a power loss, or while the radio is temporarily unplugged.

Note: The battery does not provide power for Wave/PC unit operation or for its display.

Operating without this battery results in the loss of clock and alarm settings, and preset button settings in the event of a power loss, but does not harm the radio.

Use a standard 9V battery (IEC 6F22 in Europe), available at most retail stores.

1. Carefully turn the Wave/PC unit upside down.
2. Locate the battery compartment on the bottom (Figure 5).
3. Press the arrow on the cover to slide the compartment open.
4. Lift the battery clip out of the compartment and align it with the battery as shown. Make sure you match the polarity of the battery with that of the battery clip.
5. Snap the battery clip firmly onto the battery.
6. Place the battery in the compartment and slide the cover closed. Then turn the Wave/PC unit right side up.

Figure 5

Installing the 9V battery

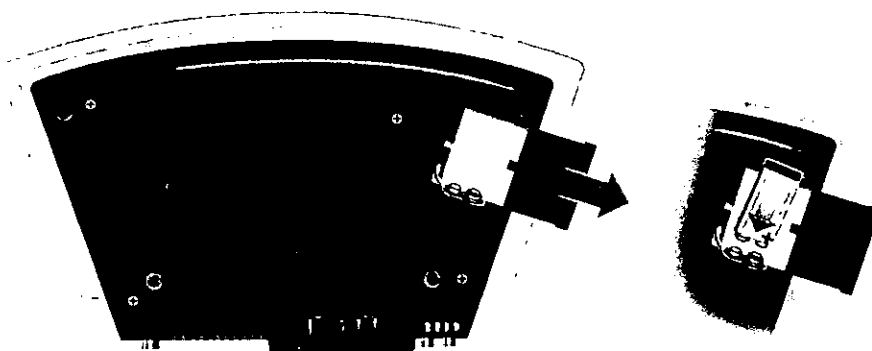
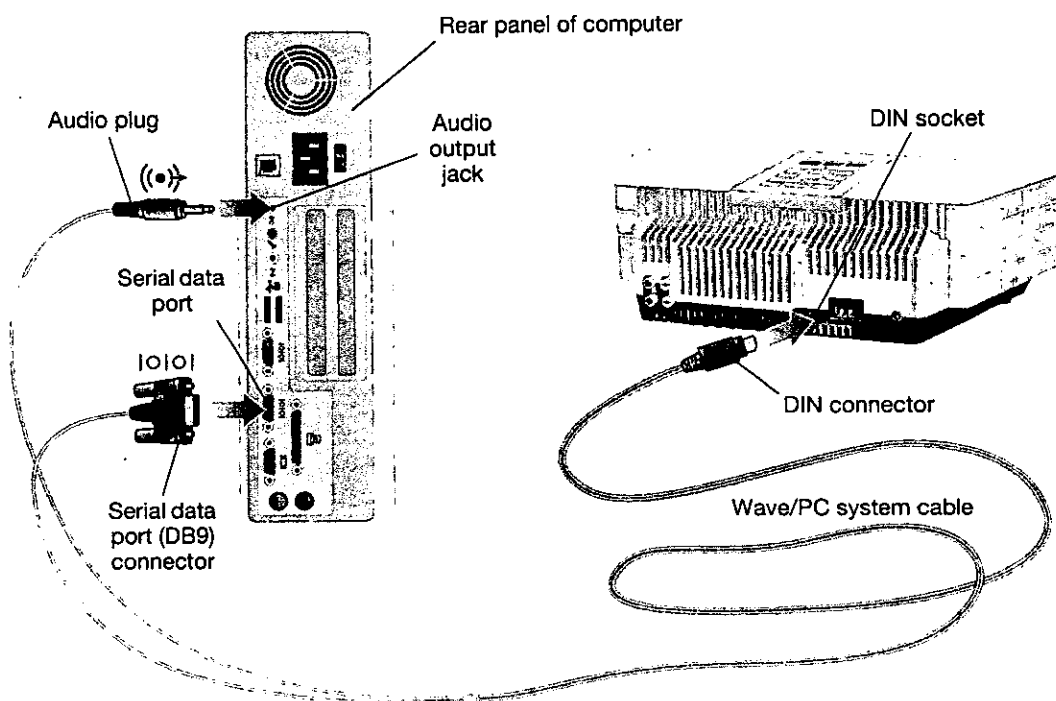


Figure 7

Example 2: Wave/PC™ system connections

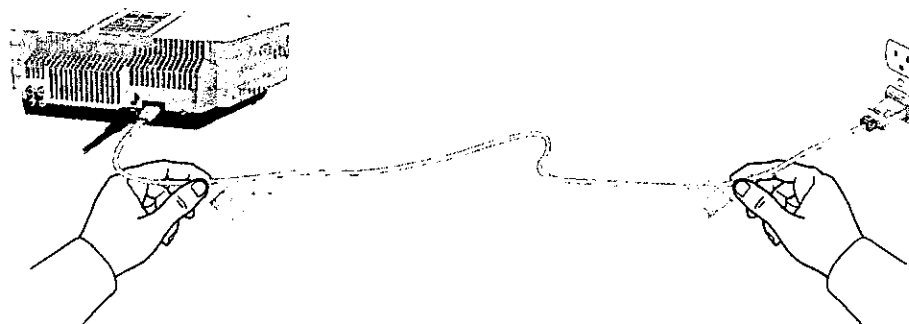


Connecting the power cord to the Wave/PC unit

1. Plug the small end of the power cord into the power jack on the back of your Wave/PC unit (Figure 8). The connector is shaped to fit in only one direction. Line up the flat edge of the plug with the flat edge on the side of the jack.
2. Connect the other end of the power cord to an AC (mains) outlet. The clock time display should begin flashing. The flashing will stop during software installation when the clock is set by your computer.

Figure 8

Connecting the power cord



♪ **Note:** If the **Next** button is not available, check to see if your computer's hard drive has at least 200 MB of free storage space.

8. In the AM/FM station tables dialog box you can choose to install station tables for the entire US (occupies an additional 150 MB of disk space) or just your local area. Select one and click **Next**. Setup proceeds to install the software and related components.
9. Select one of the restart options. When you are ready to restart your computer, remove any disks from their drives and click **Next**.
10. After restarting your computer, wait while the Windows operating system begins to configure your system. It may take a minute or two for the installation to continue.

♪ **Note:** After restart, if the Wave/PC™ system cable is not correctly installed, you are prompted to make the necessary connections before proceeding. Follow the instructions on the screen. If necessary, refer to "Connecting the Wave/PC™ unit to your computer" on page 10. When you see "Connection Established", click the **Next** button.

11. When you see the "Check your sound card connection" dialog box, you should hear music playing. If so, your audio connection is correct. If you cannot hear the music, try moving the volume slider control to raise the volume. If you still do not hear music, check your audio connection again. See "Connecting the Wave/PC™ unit to your computer" on page 10, or refer to the user's guide for your computer.
Click **Next** to start a volume calibration and continue.

12. Choose a way to register your product:

- Select "Connect to the Internet now. Register the product and get the latest station information now." Click **Next** to continue.

OR

- Select "Work offline. Establish an Internet connection later. Get station information from the installation CD." Click **Next** to continue.

♪ **Note:** Product registration requires an Internet connection. If you are required to launch a separate application for connecting to the Internet, do so now.

Registration information is used to configure your Wave/PC system and provide product support. The registration process also enables some basic functionality, such as the CDDB lookup feature. If you do not register, the CDDB lookup feature will not work.

The information gathered during registration is for the sole use of Bose Corporation and CDDB, Inc. CDDB is a free on-line service that provides artist, title, track, and other information about the CDs you play. For more information, see "Using CDDB" on page 23.

13. Enter your registration information.

- A. Enter your first name, last name and E-mail address. Click **Next**.
- B. Enter your ZIP code. All other fields are optional. Click **Next**.
- C. Select any or all of the next four options and click **Next**.
- D. The setup program logs on to the Bose® server and uploads the registration information. AM/FM and Web Radio station information is downloaded.

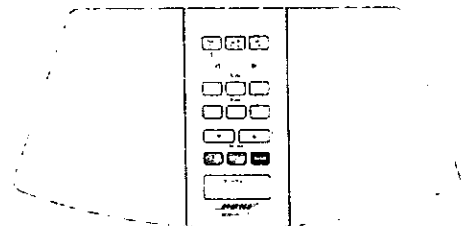
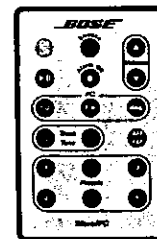
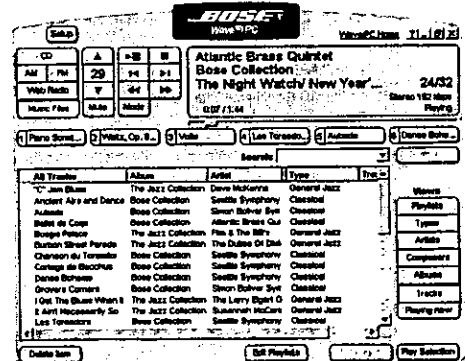
14. When prompted, insert the Wave/PC installation CD into the CD-ROM drive to begin the CD-ROM drive test. This test determines if your CD-ROM drive supports digital audio playback and recording. When the test is finished, the results are shown. To understand the CD-ROM test results, see "To test your CD-ROM drive:" on page 26. Click **Next** when you are ready to continue.

15. Click **Begin** to start scanning for AM/FM radio stations in your local area. When the scan is done, the program advances to the next step.

The Wave/PC™ system controls

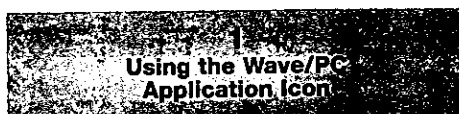
You can find controls for your Wave/PC interactive system in three locations:

- The Wave/PC software application window** – This is the main user interface for the Wave/PC system. It provides you with the controls you need to play and record CDs, create your own playlists, and maintain your music library. For more details, see “Wave/PC” application window” on page 16.
- The Wave/PC remote control** – The remote control provides you with the necessary controls for listening to the CD tracks, music files, AM/FM stations, or Web broadcasts that you have built into your music library. For more details, see “Wave/PC” remote control” on page 17.
- The Wave/PC unit control panel** – Like the remote control, this panel provides controls for selecting and listening to items from your music library. In addition, it has control buttons for setting and operating the clock and alarms. Clock and alarm times can only be set from this control panel. For more details, see “Using the Wave/PC™ Unit Controls” on page 47.

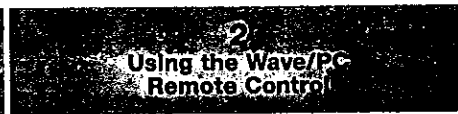


Turning your Wave/PC system on and off

There are three ways to turn your Wave/PC system on or off:



To turn the system on, double-click the Wave/PC application icon on the desktop. To turn the system off, click the close (X) button in the Wave/PC application window.



To turn the system on, point the remote control at the front of the Wave/PC unit and press the **On/Off** button. To turn the system off, press the **On/Off** button again.



To turn the system on, double-click the Wave/PC monitor icon in the Windows Task bar, or right-click the monitor icon and select **Start Bose® Wave®/PC**. To turn the system off, click the close (X) button in the Wave/PC application window.

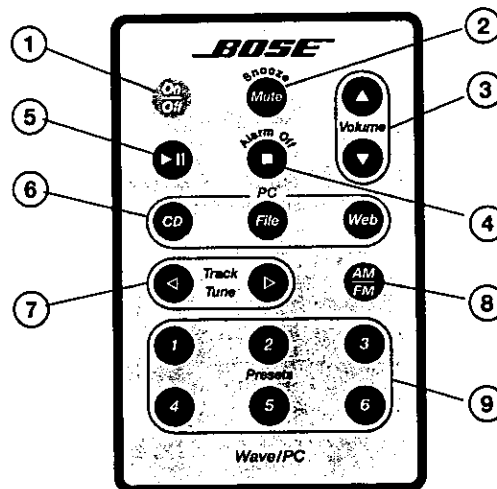
Wave/PC™ remote control

You can use the Wave/PC remote control (Figure 11) to operate some of the basic functions included in the Wave/PC system application window. Aim the remote control at the front of the Wave/PC unit and press the button for the function you want.

The remote normally works up to 20 feet (6.1 m) in front of the radio, and six feet (1.8 m) from either side. Replace the remote control battery when the remote stops operating, or its range seems reduced (normally every year or two). Keep in mind that lighting and other room conditions, in addition to battery age, can affect the operating range of an infrared remote control.

Figure 11

The Wave/PC remote control functions



- | | |
|---|---|
| ① | Power On/Off – Turns Wave/PC system on (launches application) or off (closes application). |
| ② | Mute (Snooze) – Silences the audio of the Wave/PC unit (pauses the alarm for 10 minutes). |
| ③ | Volume – Raises, lowers or mutes the volume of the Wave/PC unit. |
| ④ | Stop (Alarm Off) – Stops playback of the active source (turns off a sounding alarm). |
| ⑤ | Play/Pause – Plays/pauses a track, music file, or Web station. |
| ⑥ | CD/File/Web music sources – Selects one of the computer-related music sources: CD player/recorder, Music Files, or Web Radio (computer connection required). |
| ⑦ | Track/Tune – Tunes up/down the band for AM/FM, or selects next/previous item for CD, File, or Web. |
| ⑧ | AM/FM – Selects the AM or FM tuner in the Wave/PC unit. |
| ⑨ | Presets – Selects or stores up to six presets for AM, FM, Web Radio, and Music Files. |

Wave/PC™ system audio and your computer system

After installing the Wave/PC interactive audio system, the Wave/PC unit becomes the default speakers for your computer. This means that sounds generated by your computer system are delivered to you through the Wave/PC unit.

Sound sources and quality

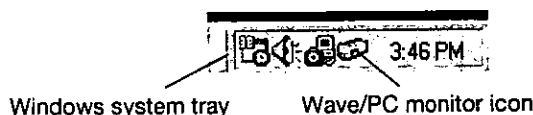
When playing an AM/FM radio station what you hear is generated by the Wave/PC unit. However, when listening to a CD, Web Radio station, or a music file, the audio you hear is generated by your computer, not the Wave/PC unit. Because the audio is computer generated, certain factors affect the sound quality. For example, when the computer is busy printing or scanning you may experience audio drop-outs.

The Wave/PC™ system monitor

The Wave/PC application software includes a program called the Wave/PC Monitor which was installed during the software installation process. This program runs in the background whenever your computer is on and enables the computer-generated audio to play through your Wave/PC unit. A status icon (Figure 13) for this program appears in the portion of the Windows Task bar where the clock is located.

Figure 13

Location of the Wave/PC monitor icon



Normal operation

During normal operation, you should always see the Wave/PC monitor icon in the Windows Task bar. This icon indicates that your computer and the Wave/PC unit are synchronized, and as long as the Wave/PC monitor is running, your computer uses the Wave/PC unit for its speakers. This means that sounds generated by your computer are heard through the Wave/PC unit. You can adjust your computer's volume at any time using the volume buttons on the remote control or the Wave/PC unit control panel. Also, you can click the Wave/PC monitor icon and use the up/down buttons in the pop-up volume control. The Wave/PC system also acts as your computer speakers even when the Wave/PC application is not running.

If you right-click the Wave/PC monitor icon, you can either start the Wave/PC application, or exit the Wave/PC monitor program.

Note: If you exit the Wave/PC monitor, the sounds played by your computer will no longer be heard through your Wave/PC unit.



If you see the icon with a yellow question mark

If you see a yellow question mark appear over the Wave/PC monitor icon, this means the Wave/PC monitor is running but it can't synchronize with the Wave/PC unit. Some possible causes for this problem are:

- The Wave/PC unit is not connected to your computer
- The Wave/PC unit is unplugged
- The serial port of your computer is disabled
- The serial port of your computer is being used by another program

Note: Make sure your Wave/PC unit is correctly connected to your computer and a serial port is available. Click the **Setup** button and click the **General** tab. Then click the **Search for Wave/PC** button.



If you see the icon with a red exclamation mark

A red exclamation mark over the Wave/PC monitor icon means there is a software problem and the Wave/PC application cannot be launched. To try to correct this problem, restart your computer. If the problem persists, contact Bose® Customer Service.

If the Wave/PC monitor icon is missing

If the Wave/PC monitor icon is not present in the Task bar, the Wave/PC monitor is not running, and therefore, the Wave/PC unit is not synchronized with your PC. The sounds played by your computer will not be heard through your Wave/PC unit. To start the Wave/PC monitor again, double-click the Wave/PC icon on the desktop to start the Wave/PC application. The Wave/PC monitor icon should reappear in the Task bar.

Playing tracks from the music finder window

The music finder gives you great flexibility in playing single or multiple music selections.

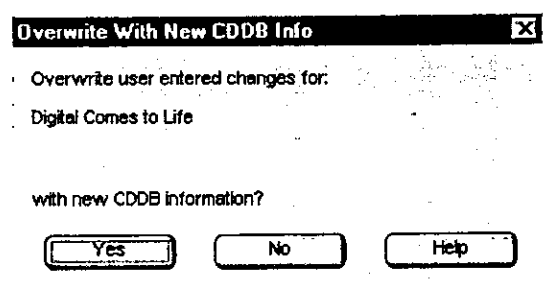
- *To start playback:* Double-click the first title you want to play, or select the first title and click the **Play/pause** (⏮⏭) button.
- *To play only a single track:* Select the title and click the **Play Selection** button.
- *To play a consecutive list of tracks:* Select the first track you want to play. While holding down the shift key, select the last track you want to play. Click the **Play Selection** button.
- *To play a non-consecutive list of tracks:* Hold down the control key on your computer keyboard and click on each song title you want to play. Click the **Play Selection** button.

Editing CD track titles

The CD track titles listed in the music finder window are from downloaded CDDB data. You can edit a CD track title by right-clicking the track title and selecting **Edit Entry**. Type the new information and press the **Enter** key when you are done. However, the next time you click the **Get Track Info** button, the Wave/PC application detects that the downloaded CDDB data does not match the information displayed for your CD. The dialog box in Figure 15 opens and asks you if you want to overwrite your CD data with new CDDB data. This can also occur if new data is available from CDDB. Click **Yes** to overwrite the title using CDDB information, or click **No** to leave the new title unchanged.

Figure 15

CDDB overwrite dialog box



Changing the CD play mode

Clicking the **Mode** button selects the play mode of the CD player. The selected mode appears in the information window and affects the whole CD or the currently selected track(s). Each click of the button cycles the mode setting through five settings:

- **Shuffle CD** plays all tracks randomly
- **Shuffle Repeat CD** repeats the disc in a new random order each time
- **Repeat CD** plays the disc continuously
- **Repeat Track CD** plays the selected track continuously
- **Blank** for normal play

Recording CDs when disconnected from the Internet

If your computer is disconnected from the Internet and you insert a CD into the CD-ROM drive, the track titles are numbered because CDDB information cannot be downloaded. However, you can record the CD and get CDDB information the next time you go on the Internet.

The next time you connect to the Internet, select the CD player, insert any CD and click the **Get Track Info** button. This automatically updates the Wave/PC™ database with CDDB information for all previously recorded CDs. Now, when you use the Music Files player to find these recorded tracks, they will no longer be numbered, but have actual titles.

Playing your recorded CD tracks

After recording your CDs, click the **Music Files** button to find your recorded tracks and start playing them. See "Selecting the Music Files player" on page 27 for instructions.

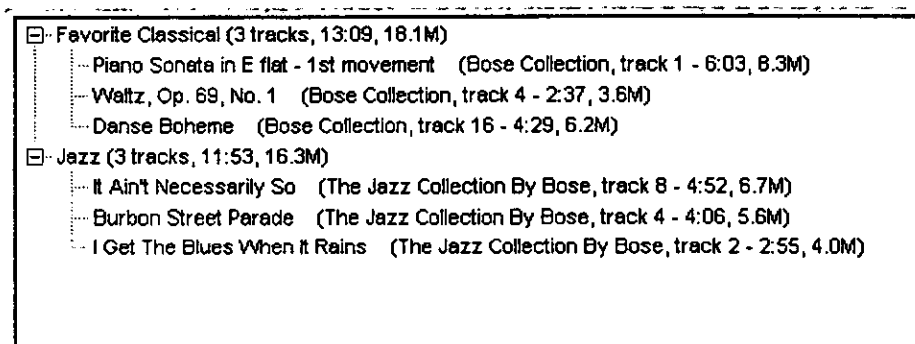
Playing MP3 CDs

To play MP3 files from a CD, insert the CD into the CD-ROM drive and click the CD button. The MP3 files found on the CD will be displayed in the music finder window. See the example in Figure 17.

Click the plus sign [+] to open an album or collection of MP3 music. Select the file you want to play and click the **Play Selection** button. The file currently playing is highlighted.

Figure 17

Example music finder window for a data CD



Using CDDB

The Wave/PC interactive audio system uses the CDDB[®] Disc Recognition ServiceSM (DRS) from CDDB, Inc. to get the artist, title, track, credit, and other information about the CDs you play. This service is FREE and automatic. The first time you use the service, the Wave/PC software application automatically registers you with CDDB. You do not have to re-register, unless you want to change your registration information or settings.

To change your CDDB registration information:

Right-click on the blue background of the Wave/PC application window and select **CD info>CDDB Registration**.

To see or edit the full CDDB[®] information for a CD:

Right-click on the blue background of the Wave/PC application window and select **CD info>Extended information**.

For more complete instructions on using the CDDB service, see the CDDB help page (www.cddb.com/cddb2info/using.html) on the Internet.

☒ Automatically play CDs when inserted

By default, when you insert an audio CD into your computer's CD-ROM drive, the Wave/PC™ system automatically switches to the CD mode and starts playing the CD. To disable automatic playing, remove the check next to "Automatically play CDs when inserted."

☒ Automatically get CD track info from the Internet

Normally, when the Wave/PC system plays a CD for the first time, the Wave/PC application downloads detailed information for that CD from the CDDDB website. If you do not want the Wave/PC application to do this, remove the check next to "Automatically get CD track info from the Internet." If this option is unchecked, you can get CD information anytime by clicking the **Get Track Info** button in the CD application window.

☒ Use first match for CD track info

When you click the **Get Track Info** button, the CDDDB Internet service may find more than one match for some of your song titles. To limit your request to only the first match found, make sure you select "Use first match for CD track info." If you choose not to select this option, you will be prompted by CDDDB to select one item from the list.

☐ Play CDs using Analog - setting this disables simultaneous Play and Record.

When this checkbox is selected, CDs are played using the analog output of the CD-ROM drive. Otherwise, digital extraction is used when playing CDs. This setting does not affect the CD recording process. However, when selected, simultaneous playback and recording of CDs is not allowed.

Recording format:

Fixed MP3

The recording format drop list offers you a choice of audio file formats: Fixed MP3, Variable MP3, or WAV (uncompressed). Fixed MP3 is recommended. It is more compatible with other devices, such as portable MP3 players.

Recording quality:

High quality (192 kbps, 1.5MB/min)

The recording quality drop list allows you to select the quality level for recording. The available levels vary according to the recording format you choose. In general, the higher the bit rate, the better the sound quality but the larger the audio file size.

Quality Level	Bit Rate Encoding (kilo-bits/sec.)	MBytes per min. of play
Low	64 kbps	0.5MB/min.
Medium	128 kbps	1MB/min.
Medium-high	160 kbps	1.25MB/min.
High (default)	192 kbps	1.5MB/min.
Higher	256 kbps	2MB/min.
Highest	320 kbps	2.5MB/min.

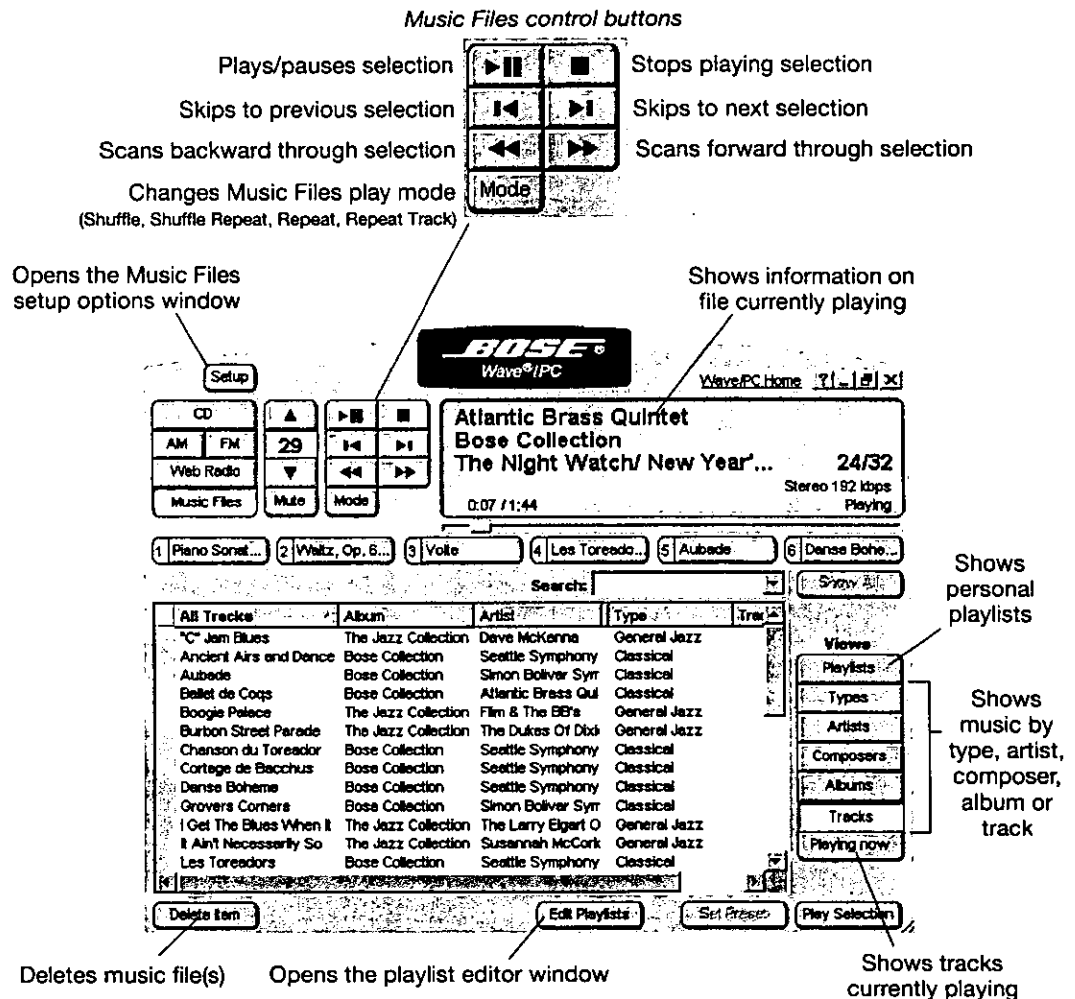
Selecting the Music Files player

The Music Files player gives you one-touch selection of any MP3 or WAV file stored on your computer's hard drive. To select the Music Files player (Figure 20), click the **Music Files** button on the Wave/PC™ application window, or press the **File** button on the remote control to start playing music recorded on your hard drive. For your convenience, the Wave/PC system also provides six preset buttons each of which can be assigned to play any music file or playlist. For example, you could assign preset button 1 to play your classical collection, preset button 2 to play your favorite artist collection, and preset button 3 to play your favorite album.

You can play music files downloaded from the Internet, or transferred from an MP3 CD. During installation, the Wave/PC software scans your computer's hard drive for any existing music files. All files found are automatically added to the Wave/PC music database.

Figure 20

Music Files player mode



Sorting lists in the music finder window

You can sort the list in the music finder window by column heading in ascending or descending order. Click on a column heading and you'll see a small triangle appear on the right-hand side of the heading. The sorting order is indicated by the direction of the triangle. Click the heading again to change the sorting order.

Sorting Example:

- Sorting album names in ascending order:



- Sorting album names in descending order:



Finding music with the search function

The fastest way to find music in your database is to use the search function. The Search box is located at the upper right corner of the music finder window.

Select the view you want to use for your search. In the Search box, type the name of the artist, composer, album, or track. As you type, the music finder will display only the entries with matching text. The matching text is displayed in red.

♪ **Note:** Pressing **Enter** starts play at the top of the list.

Clicking the **Show All** button clears the Search box and any other search criteria in the music finder. This causes the music finder window to display all the music in the selected view.

Selecting items in the music finder window

You can make single or multiple selections in the music finder window. You can select a single item by clicking on it once. While holding down the shift key you can select a continuous range of entries. While holding down the control key you can click on items not within a continuous range and add them to the selection.

To play a specific song/track:

1. Click the **Tracks** button. A list of track titles is displayed in the music finder.
2. Click the **Show All** button. This cancels any active search criteria and ensures that the window shows all tracks.
3. Type the track name (or part of the name) in the Search box. As you type, the music finder will reduce the number of displayed tracks to only those that contain the string of characters entered in the Search box.
4. Double-click the track title, or select the track and click the **Play Selection** button.

To find and play a specific Album/CD:

1. Click the **Albums** button. A list of album titles is displayed in the music finder.
2. Click the **Show All** button. This cancels any active filtering and ensures that the window shows all albums.
3. Type the album name (or part of the name) in the Search box. As you type, the music finder will reduce the number of displayed albums to only those that contain the string of characters entered in the Search box.
4. Select the album and click the **Play Selection** button.

To find and play all music performed by a specific artist:

1. Click the **Artists** button. A list of artists' names is displayed in the music finder.
2. Click the **Show All** button. This cancels any active filtering and ensures that the window shows all artists.
3. Type the artist's name (or part of the name) in the Search box. As you type, the music finder will reduce the number of displayed artists to only those that contain the string of characters entered in the Search box.
4. Select the artists and click the **Play Selection** button.

Maintaining your music library

To help you create and maintain your music library, the Wave/PC™ application provides the capability to add and delete files, and edit the music finder database.

Adding new music to your music finder database

There are three ways to add new music to the music finder database:

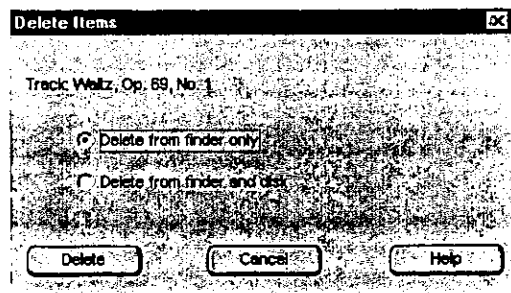
- **Searching your hard drive** – During the Wave/PC software installation process, the setup program searched your hard disk for any existing music files and added them to the Wave/PC database. You can repeat this operation whenever you want. Open the Music Files setup window and click the **Scan hard drive for music** button.
- **By default** – The Wave/PC application is configured by default to automatically incorporate any new music files which are copied to your hard drive directly into your music finder database. Just download a music file from the Internet, and it will automatically appear in the music finder.
- **Standard drag and drop** – You can also drag and drop a music file from Windows directly onto the Wave/PC application window. This adds the music file to the Wave/PC database and begins playing the file.

Deleting music files from your music finder database

You can delete any item from the music finder by selecting it and clicking the **Delete Item** button. When you do this, a dialog box pops up (Figure 22) and gives you two options for deleting this file. You can just delete the item only from the music finder, or you can delete it from the music finder and your hard drive as well. If you only delete an item from the music finder, you can put it back at a later time using the scan function in the setup menu. If you also delete the item from your hard drive, the actual music file is removed from your hard drive.

Figure 22

Delete item confirmation



Editing file information

You can change information in any music finder view. In general, any changes you make will appear in all other music finder views below the one you changed. For example, if you select the Tracks view and change a name such as "Bourbon Street Parade" to "Bourbon Street", you will notice this change also in any other view where this name appears.

To edit information:

1. Right-click the item to edit.
2. Select **Edit Entry** from the menu.
3. Type the new information and press **Enter**.

Changes made to the music finder database will be made to the individual music files themselves, unless you change the related setup option. See "Setting the Music Files player setup options" on page 33.

Setting the Music Files player setup options

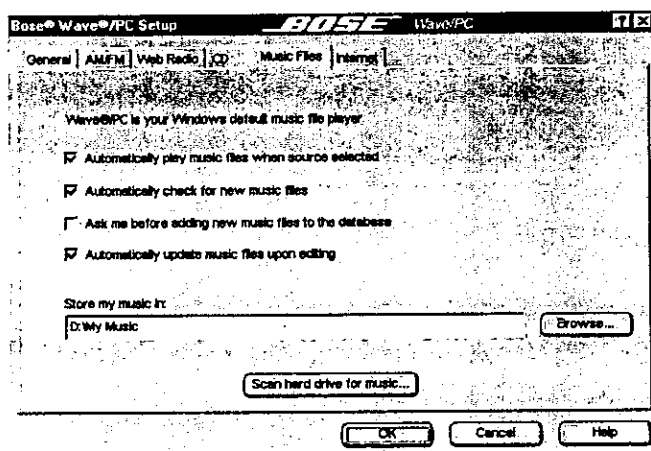
To access the Music Files player setup options (Figure 24) and change the configuration, click the **Setup** button and click the Music Files tab.

After selecting the options you want,

- Click the **OK** button to save your settings and close the setup window, or
- Click the **Cancel** button to close the setup window without saving any changes, or
- Click the **Help** button to open the on-line help information window.

Figure 24

Music Files setup options
(Wave/PC system is the
default Music Files player)

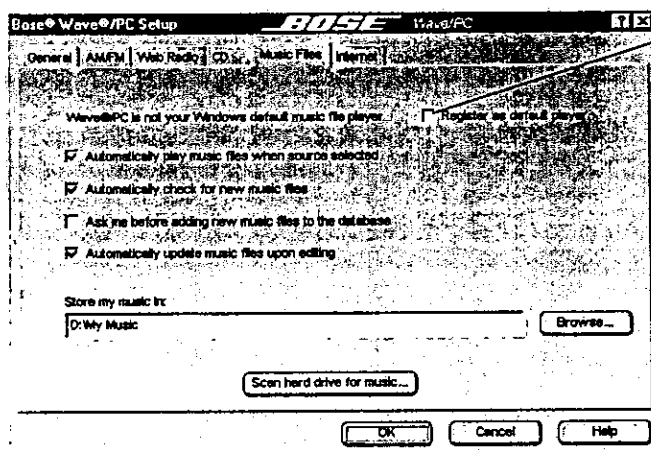


Wave@PC is your Windows default music file player

If you have been using another application as your default music files player, the Music Files setup options include a **Register as default player** selection. Check this selection to make the Wave/PC system your default Music Files player.

Figure 25

Music Files setup options
(Wave/PC system is not the
default Music Files player)



Click to make the Wave/PC system
your default Music Files player

☒ Automatically play music files when source selected

Normally, when you select the Music Files player, it will automatically begin playing your music files. If you do not want your music files to automatically start playing when the Music Files player is selected, remove the check mark beside "Automatically play music files when source selected."

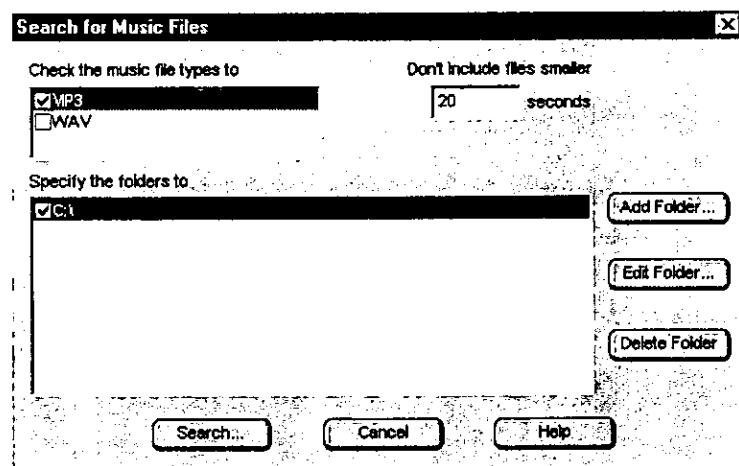
Scan hard drive for music...

To scan your hard drive for supported music files and add them to the music finder database:

1. Click the **Scan hard drive for music...** button. The dialog box shown in Figure 27 opens.
2. Select the types of music files to include in your search. You can select MP3 or WAV. By default, only MP3 is selected.
3. Specify the minimum file length. When importing files, you may want to exclude short files containing operating system or game sounds. By default, the search process ignores files less than 20 seconds long.
4. Specify the folders or directories to search. Use the **Add Folder**, **Edit Folder**, and **Delete Folder** buttons to edit the list. Use the check boxes to the left of the directory names to temporarily select/unselect folders.
5. Click the **Search** button. A progress dialog box pops up to keep you informed of the search status. When finished, the progress box displays the number of files found and the number added to the music finder database. You may notice that not all files found were added to the music finder database. This can happen if the file already exists in the database or if the file length is less than the specified minimum.

Figure 27

Search files dialog box



Reading the connection status

In the Web radio mode, you will experience a delay between when you select a web station and when you hear it. The connection status appears in the lower right corner of the information window (Figure 28).

- Connecting – looking for the station
- Buffering – transferring digital audio to the memory in your computer
- Playing – you are listening to the selected station
- Stopped – audio has ended or playback was interrupted

Adding a new Web Radio station

♪ **Note:** The Wave/PC™ system only supports stations broadcasting in Real Networks format.

To add a new web station, click the **Add Station** button. This starts a short “wizard” to guide you through this three-step process (Figure 29):

1. Using your web browser, find the station you want to add. Begin listening to the station using RealPlayer®. Click **Next** when the station is playing.
2. Close the RealPlayer application (clicking the stop button is not enough) and return to the Wave/PC application. Click **Next** after RealPlayer has closed.
3. Fill in the remaining station information (optional) and click the **Finish** button. This completes the process of adding a new Web Radio station.

Figure 29

3 steps to adding a new Web Radio station

The figure displays three sequential screenshots of the 'Add Web Station' wizard, each in a separate window titled 'Add Web Station'.

Step 1 - Tune to the station
This window contains the following text: 'The Wave/PC system only supports stations broadcasting in Real Networks format. Using your web browser, find the station you want to add. Then, begin listening to it using Real Player. Click Next when the station is playing.' At the bottom, there are three buttons: 'Help', 'Cancel', and 'Next >'.

Step 2 - Shutdown Real Player
This window contains the following text: 'Now that you're listening to the station in Real Player, shutdown the Real Player application (pressing "Stop" is not enough) and return to the Wave/PC application. Click Next when Real Player is shutdown.' At the bottom, there are four buttons: 'Help', 'Cancel', '< Back', and 'Next >'.

Step 3 - Fill in remaining station information
This window contains the following text: 'The station name and Audio URL are now available to Wave/PC. Fill in the remaining station information below and then click Finish to complete the station adding process.' Below the text are several input fields:
 - Name: 'Smooth Jazz - Columbus'
 - Audio URL: 'http://www.columbusjazz.com/columbusjazz.rm'
 - Type: 'jazz' (selected from a dropdown menu)
 - Location: 'Dublin, OH'
 - Other: (empty text field)
 - Home page: 'http://www.columbusjazz.com'
 At the bottom, there are four buttons: 'Help', 'Cancel', '< Back', and 'Finish'.

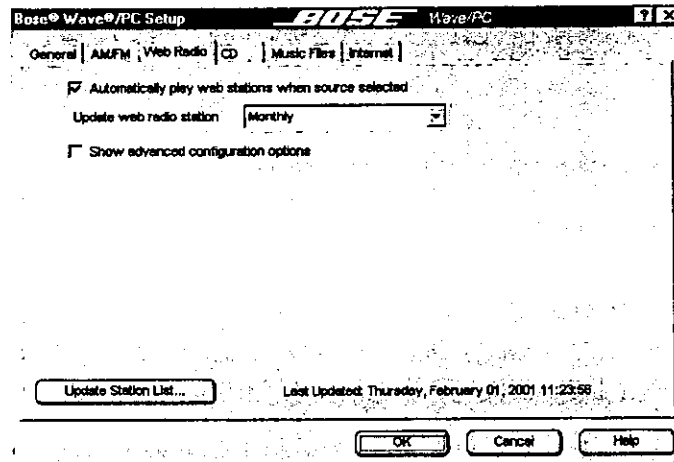
Setting Web radio setup options

To access the Web radio setup options (Figure 32) and change the configuration, click the **Setup** button and click the Web radio tab. After selecting the options you want,

- Click the **OK** button to save your settings and close the setup window, or
- Click the **Cancel** button to close the setup window without saving any changes, or
- Click the **Help** button to open the on-line help information window.

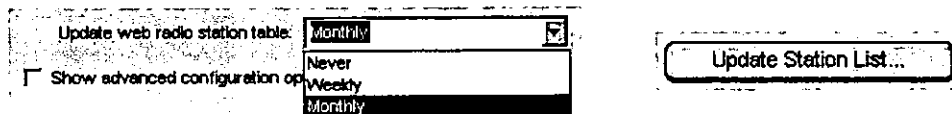
Figure 32

Web radio setup options

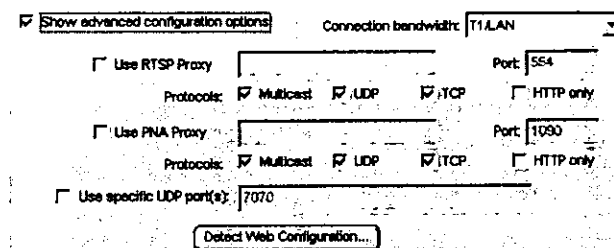


- ☒ Automatically play web stations when source selected

Normally, the last Web station you listened to starts playing automatically when you select the Web Radio. If you do not want it to play automatically, remove the check mark next to "Automatically play web stations when source selected."



The droplist selection controls how often the Web Radio station list is automatically updated. When set to Monthly or Weekly, the update process will occur every month or week automatically. Clicking the **Update Station List** button starts the same update process regardless of the droplist setting.



The software installation process sets up the Wave/PC™ system to use a standard dial-up connection. To use your Wave/PC system on a local area network, you may need to configure the advanced settings. Consult your network administrator for the correct settings.

If you are unable to connect to any Web Radio station, click the **Detect Web Configuration** button. This tells the software to examine your Internet configuration and attempt to establish a connection.

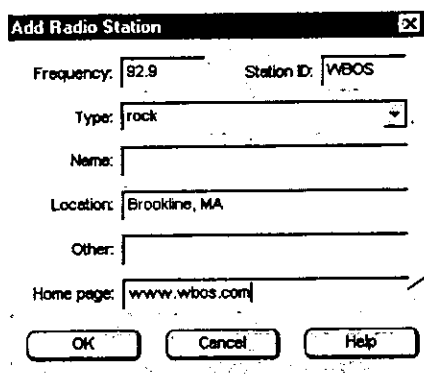
Adding a new AM/FM radio station

Tune to the station you want to add and click the **Add Station** button. The Add Radio Station dialog box (Figure 34) opens, prompting you to enter information about the radio station. Enter the information and click **OK** to create a new station in the station finder, or click **Cancel** to close the box without creating a new entry.

♪ **Note:** You must fill in the Station ID or Name field in order to create a new entry in the station finder. Also, the Frequency must not already exist in the station finder.

Figure 34

Add Radio Station dialog box



The dialog box titled "Add Radio Station" contains the following fields and controls:

- Frequency: 82.9
- Station ID: WBOS
- Type: rock (dropdown menu)
- Name: (empty text field)
- Location: Brookline, MA
- Other: (empty text field)
- Home page: www.wbos.com
- Buttons: OK, Cancel, Help

The URL used to access the station's website, the site accessed when you click the **more station info** link.

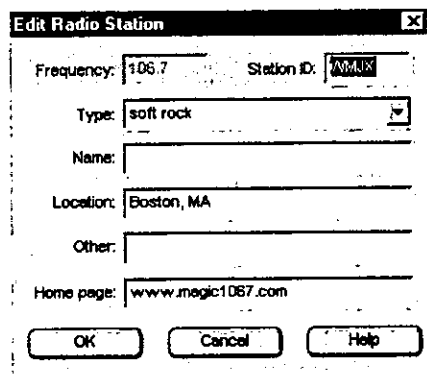
Editing a station

In AM/FM radio mode, select a station in the station finder and click the **Edit Station** button. The Edit Radio Station dialog window (Figure 35) opens in which you can change station information. Make your changes and click **OK** to update the station finder, or click **Cancel** to close the box without updating the station information.

Alternatively, you can edit station information in the station finder window. Select a radio station in the finder and right-click on any field and select **Edit Entry**. Type new text and press **Enter** on the keyboard.

Figure 35

Edit Radio Station dialog box



The dialog box titled "Edit Radio Station" contains the following fields and controls:

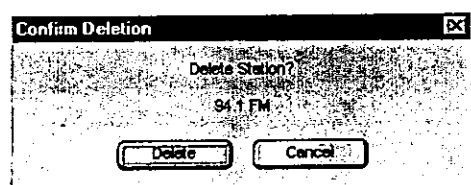
- Frequency: 106.7
- Station ID: WMLX
- Type: soft rock (dropdown menu)
- Name: (empty text field)
- Location: Boston, MA
- Other: (empty text field)
- Home page: www.magic1067.com
- Buttons: OK, Cancel, Help

Deleting a station

Select the station in the station finder window. Click the **Delete Station** button. When the delete confirmation box appears, click **Delete** to remove the station from the station finder, or click **Cancel** to close the dialog box without deleting the station.

Figure 36

Delete confirmation dialog box



The dialog box titled "Confirm Deletion" contains the following text and controls:

- Text: Delete Station?
- Text: 94.1 FM
- Buttons: Delete, Cancel

Local ZIP code:	Country:
01701	USA

The station database that was built on your hard drive during software installation was determined by the ZIP code you entered. The selections you make in the **Local Zip code** and **Country** drop lists are used by the Bose Wave/PC web site to determine which stations to download when you request an update.

Obtain AM/FM station list from:	
<input checked="" type="radio"/> Internet	<input type="radio"/> Wave/PC Installation CD

For updating the stations list, you can choose between obtaining the update from the Internet, the Wave/PC™ installation CD, or a copy of the database stored on your hard drive (if selected during installation).

Update Station List...

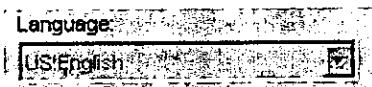
If you wish to update the AM/FM radio station list on your computer, use the **Update Station List...** button. The method you selected for obtaining the AM/FM station list determines the source of the information.

To update your station list:

1. Enter your ZIP code.
2. If connected to the Internet, click the **Internet** option under "Obtain AM/FM station list from."

If no Internet connection is available, insert the Wave/PC installation CD and select the **Wave/PC installation CD** option.

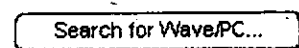
3. Click the **Update Station List ...** button.



The Language drop list allows you to view the Wave/PC™ application in another language.



The **Calibrate Volume Control** button is available if your Wave/PC unit is connected to the serial port of your computer. Clicking this button calibrates system volume levels so that the output level from the AM/FM tuner is approximately the same as from the CD, Web Radio, and Music Files sources.



The Wave/PC application software communicates with the Wave/PC unit through the communications port which was configured during software installation. If you change the communications port, you will need to search for the Wave/PC unit by clicking the **Search for Wave/PC** button.

Setting Internet setup options

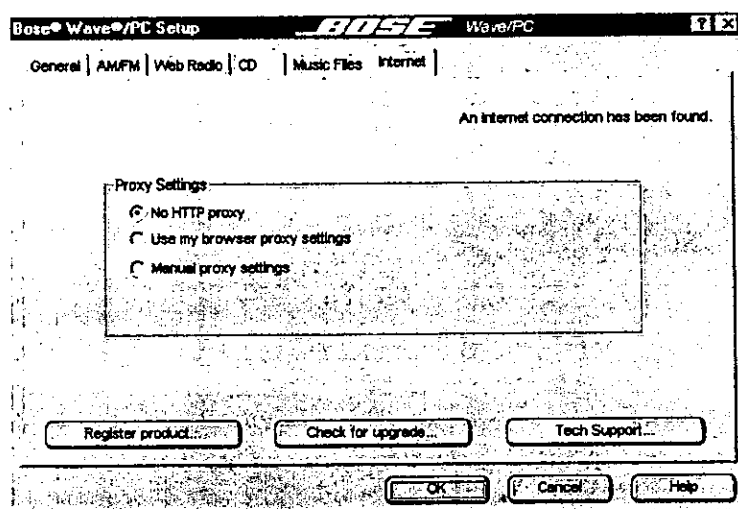
To open the Internet setup window (Figure 39) and change the configuration, click the **Setup** button and click the Internet tab.

After selecting the options you want,

- Click the **OK** button to save your settings and close the setup window, or
- Click the **Cancel** button to close the setup window without saving any changes, or
- Click the **Help** button to open the on-line help information window.

Figure 39

Internet setup options



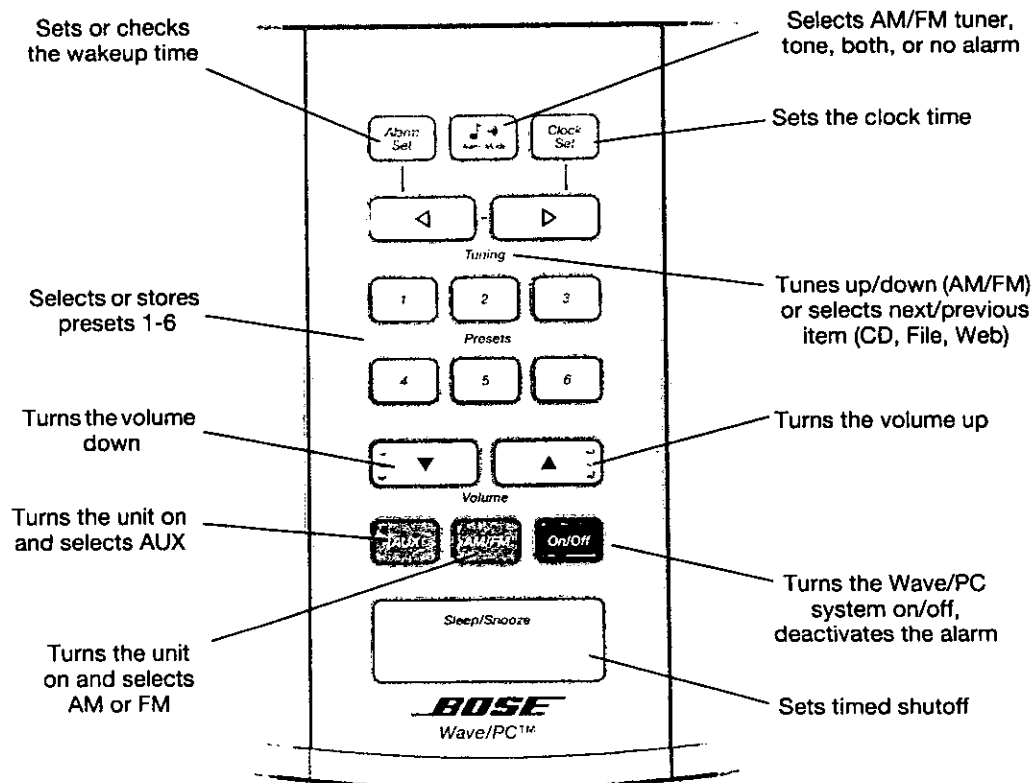
The Wave/PC™ unit control panel

The button panel functions are defined in Figure 40. You must use the control panel to change the clock and alarm settings, to select the Sleep feature time, or to select any component connected to the AUX input.

The control panel **On/Off** and **Volume** buttons have raised ridges to help you locate these frequently used buttons.

Figure 40

The Wave/PC unit control panel



Note: When the unit is on and in the clock display mode, pressing both Tuning buttons together displays the currently selected station.

The Wave/PC unit display

You can change the display mode of the Wave/PC unit to always show either the clock or the AM/FM tuner display. In the clock mode, the display shows the time while the radio is on. In AM/FM mode, the display shows the selected station frequency.

To change the display mode, turn the Wave/PC unit on. Press and hold the **Clock Set** button on the control panel and then press the **AM/FM** button to switch between clock and AM/FM tuner display modes.

Setting the clock time

Normally, the Wave/PC™ software keeps the radio clock synchronized with the clock in your computer. If you choose to disable this option in the General setup menu, you can set the clock using the Wave/PC unit's control panel. Press and hold the **Clock Set** button and use the **Tuning** up and down buttons to change the clock time.

Using the sleep mode

To go to sleep listening to music, press the **Sleep/Snooze** button on the control panel to set the automatic shutoff time. The display shows the last setting in minutes. Press again, or press and hold to set the time until shutoff to 75, 60, 45, 30, 15, 10, 5, or 0.

You can use the Sleep mode for any music source.

Setting and using alarms

There are two alarms indicated on the clock display as **ALARM** (primary) and **ALARM 2** (secondary). You can set the wakeup time for either alarm with the Wave/PC unit on or off. The indicator for the selected alarm flashes when setting time or mode. The **ALARM 2** indicator continues flashing for 10 seconds after setting **ALARM 2**.

Selecting which alarm to set




Press and hold **Alarm Set**. Press **Alarm Mode** to select **ALARM** or **ALARM 2**. The indicator flashes for the alarm you are setting.

Setting the alarm time

Press and hold **Alarm Set** and press **Tuning** up or down. The time display changes slowly at first, then more quickly. Release **Tuning** to stop.

Setting the alarm mode

After selecting the alarm, release **Alarm Set** and press **Alarm Mode** to select one of the following alarm modes:

- For tone only, press until you see the  indicator.
- For music only, press until you see the  indicator.
- For tone and music, press until you see both indicators .

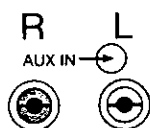
Canceling the alarm mode

Follow the directions for setting the alarm mode. Press **Alarm Mode** until the display shows no alarm mode indicators.

Checking the alarm setting

Press and hold **Alarm Set** to see the **ALARM** wakeup time and the preset station. While holding **Alarm Set**, press **Alarm Mode** to see the **ALARM 2** wakeup time and the preset station.

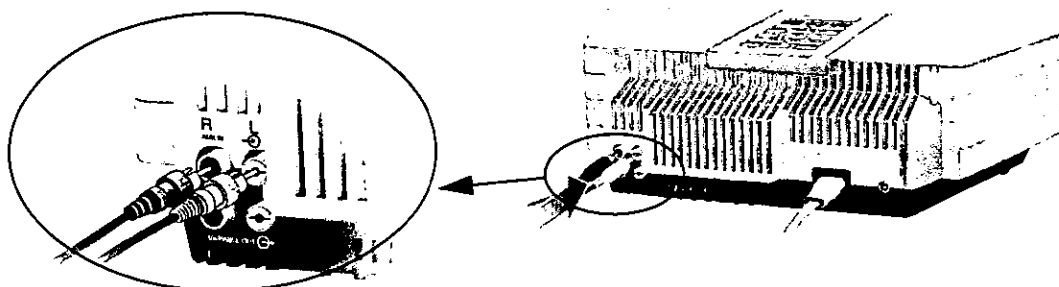
Connecting an external audio source to the Wave/PC™ unit



You can use the Wave/PC unit as extension speakers for an external audio source, such as a tape or CD player. Connect the external source to the right and left AUX IN jacks (Figure 43). Most audio cables are color coded. Match the red plug to the R (red) jack and the black or white plug to the L (white) jack. For cable information, see "Input connection details" on page 52.

Figure 43

Connecting an external component to AUX IN



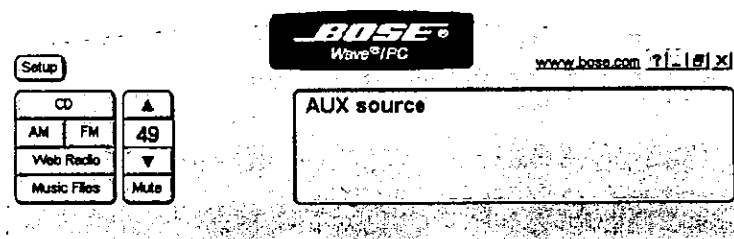
Selecting an external audio source

Right-click on the blue background of the Wave/PC application window and select **Source>Aux**, or press the **AUX** button on the control panel of the Wave/PC unit. "AUX source" should appear in the information window (Figure 44).

Adjust the listening volume with the **Volume** buttons. Control all other functions of the external source, including on/off, at the source, referring to its owner's manual, if necessary.

Figure 44

Wave/PC application window when AUX is selected



Connecting external speakers to your Wave/PC unit



You can connect Bose® powered speakers to the right and left VARIABLE OUT jacks (located below the AUX IN jacks) on the rear panel of the Wave/PC unit. Most audio cables are color coded. Using the cable you received with the speakers, connect the red plug to the R (red) jack and the black or white plug to the L (white) jack. If your speaker cable has three connectors on each end, use only the two connectors that look alike. **DO NOT USE THE THIRD CONNECTOR.**

🎵 **Note:** Connecting cables to the VARIABLE OUT jacks shuts off the speakers in the Wave/PC unit.

Cleaning the Wave/PC™ unit

Use only a dry cloth to clean the outside of the Wave/PC unit. If necessary, you may use a soft-bristled attachment to gently vacuum the front of the radio.

Do not use any solvents, chemicals, or cleaning solutions containing alcohol, ammonia, or abrasives. Do not allow liquids to spill into any openings on the radio.

If liquids get into the product, turn the radio off. Call Bose® Customer Service as soon as possible to arrange for service. (See phone numbers on inside back cover.)

Replacing the batteries

▲ WARNING: *Keep the remote control battery away from children. It may cause a fire or chemical burn if mishandled. Do not recharge, disassemble, heat above 100°C (212°F), or incinerate. Dispose of used battery promptly. Replace only with a battery of the correct type and model number.*

To ensure correct operation of the Wave/PC unit's alarm system, replace the 9V battery every year and following an extended power loss. A dead battery may leak and cause damage. Do not unplug the Wave/PC unit from the power outlet while replacing the battery. If you do unplug it, you will need to reset the clock, alarm settings, and station presets. For further information on replacing the 9V battery, see "Installing the 9V battery in the Wave/PC™ unit" on page 9.

For information on replacing the remote control battery, see "Setting up the Wave/PC™ remote control" on page 8.

Technical information

Computer system requirements

- 200 MHz, minimum, Pentium processor or equivalent
- CD-ROM drive
- 32 MB RAM, minimum
- 200 MB, minimum, available hard drive space
- Sound card and available serial port
- Internet connection
- Microsoft Windows® 98, Windows® 98 SE, Windows® 2000, or Windows® ME

Wave/PC unit specifications

- AC Power rating (USA/Canada): 120V ~ AC, 50/60 Hz
- Dimensions: 14"W x 8¼"D x 4⅜"H (35.6 cm x 21.0 cm x 10.6 cm)
- Weight: 6.8 lb (3.1 kg)

Warranty period

The Bose Wave/PC system is covered by a limited 1-year transferable warranty. Details of the warranty are provided on the warranty card that came with your radio. Please fill out the information section on the card and mail it to Bose.

Table 1: General Troubleshooting

Problem	What to do
No computer sounds until Wave/PC™ system application is launched.	Re-install the Wave/PC software application.
The Wave/PC system application window looks strange. Colors are not smooth and the information window contains blocks.	Go to the Control Panel of your computer. Open the display properties and change the color setting (if supported) from 256 to a greater color depth.
When the Wave/PC system is off, I still hear sounds generated by other applications. Why?	Although the Wave/PC application is not running, the Wave/PC unit is still used as computer speakers. To turn off all computer sounds, click the Mute button, or right-click on the Wave/PC monitor icon and select Exit .
Tone alarm is sounding and I cannot activate the snooze function using the remote.	On the Wave/PC unit, press the Snooze button or the On/Off button to turn the alarm off.

Table 2: AM/FM troubleshooting

Problem	What to do
The AM/FM buttons in the application window are grayed and clicking on them has no effect.	<ul style="list-style-type: none"> • Check the interface cable connection between your computer and the Wave/PC system unit. • Close all other programs that use the serial port. • Close the Wave/PC monitor and launch the Wave/PC application again. • Click the Setup button and click on the General tab. Click the Search for Wave/PC button. • Save all your work and restart your computer. If problem still persists, contact Bose Customer Service.
Poor AM and FM reception.	<ul style="list-style-type: none"> • Move the Wave/PC system unit away from the computer monitor. • If possible, connect the Wave/PC system unit to an AC outlet not used by your computer system. • To improve AM reception, turn the radio slightly. • To improve FM reception if you are not using an external antenna, straighten the power cord as much as possible. • For improved FM reception, connect the supplied FM dipole antenna to the external FM antenna jack on the back of the Wave/PC unit.
When tuning to a station having a strong signal indicator, I get static.	
When seeking next higher/lower station, the seek operation never stops.	
Cannot update my station list from the Bose® server.	Check your internet connection.
A station in my local area is not listed in the Station Finder, or the station information is incorrect.	<ul style="list-style-type: none"> • Update the station list from the Bose server. • Manually edit the information. • Send an e-mail to Bose with the correct information so that the Bose server can be updated. Click the Setup button and click on the Internet tab. Click the Tech Support button. Enter your message and click the Send button.
The AM/FM radio turns off when I close the Wave/PC system application or when I shut down my computer.	<p>By default, the Wave/PC system automatically turns off the radio when the application is closed. To change this setting:</p> <ol style="list-style-type: none"> 1. Click the Setup button and click the AM/FM tab. 2. Select, "Tuner should continue playing when application is shut down."
Partial or missing information for a station in the Station Finder.	Click the Edit Station button and edit the station information.

Table 4: CD troubleshooting

Problem	What to do
Information downloaded from CDDB is for another CD.	<ol style="list-style-type: none"> 1. Click the Setup button and click on the CD tab. 2. Deselect the "Use first match for CD track info" option. 3. Click the OK button and then click the Get Track Info button. CDDB should provide all matches available. 4. Select the appropriate match from the list.
When playing a CD, I always get the message "Unknown Artist" followed by "CDDB service not available."	Make sure there is an active Internet connection to your computer. If you did not register during installation, re-install the software and make sure you provide a valid e-mail address.
CDDB information is not automatically downloaded when I insert a CD, even though I have selected the option to do this.	On your computer, open the Control Panel and then open Internet Options. Select the option, "Automatically Connect to the Internet."
The Record CD button is grayed and does not respond when I play a CD.	Your CD-ROM drive does not support simultaneous play and record. Stop playback of CD and button should become available. If the Record CD button is still grayed, your CD-ROM drive may not support digital audio extraction.
Audio CDs do not play automatically when inserted and the application is closed.	Click the Setup button and click on the CD tab. Select the "Automatically play CDs when inserted" option.
Another application is launched when I insert an audio CD.	Click the Setup button and click on the CD tab. Click the "Register as CD default player" checkbox to register the Wave/PC™ system as your default CD player.
When trying to record a CD track, an "Error" message appears in the status column.	Try cleaning the CD. If problem persists, the CD is probably scratched.
CD stops playing in middle of track.	Clean the CD and try again. If problem persists, click the Setup button and click on the CD tab. Select the "Analog" mode.

Table 5: Music Files troubleshooting

Problem	What to do
Another application is launched when I double-click on an MP3 or WAV file.	Click the Setup button and click on the Music Files tab. Click the "Register as default player" checkbox to register the Wave/PC system as your default MP3 and WAV files player.
After re-importing my music, all the changes I made were erased.	All changes made to music file information are retained within the Wave/PC system database. In order to make these changes a permanent part of the MP3 file header:
After copying my music files to another computer, and scanning the hard drive for files, the changes I made were not present.	<ol style="list-style-type: none"> 1. Click the Setup button. 2. Click on the Music Files tab. 3. Click the "Automatically update music files upon editing" checkbox.
The play mode (Repeat, Repeat Track, Shuffle, Shuffle Repeat, Normal) is changing automatically.	This can happen when switching from one preset to another. Each preset can be set independently to its own play mode. If you are not playing any presets, you can switch the play mode by clicking the Mode button.

B

Bit rate – The digital representation of an audio signal expressed in bits per second (bps). The bit rate often determines the quality and size of an MP3 file. Higher bit rates create larger but better-sounding files. The most common bit rate for MP3 is 128kbps. This gives you near-CD quality at about a 10:1 compression ratio.

Browser – A short name for your Internet browser.

C

CDDB – An on-line repository of audio CD information provided by CDDB, Incorporated. Your Wave/PC™ software can access CDDB automatically to get album title and track information when you load an audio CD into your CD-ROM drive.

Check box – A graphic element in a display that enables you to select a combination of choices by clicking a box.

D

Default – Refers to the preset value assumed by your computer unless you change it.

Destination directory – The path which determines where your downloaded files are stored on your hard drive.

E

Encoding – In this context, encoding is the process of compressing a ripped audio file into the MP3 format.

G

Genre – A type or category of music, such as Classical, Country, Pop, Jazz, etc.

I

ISP – Internet Service Provider. This is the dial-up service you use to connect to the Internet if you don't have a permanent network connection.

M

MP3 – An audio file format also known as MPEG 1 Layer 3. Audio files of this type are identified by their ".mp3" filename extension. Because audio files can be very large, an MP3 file is compressed so that it occupies less storage space on your hard drive. Although it is compressed, it has little or no loss in sound quality.

MPEG – The Moving Picture Experts Group is a name for a set of standards for the compression and playback of digital audio and video. MP3 is one of these standards.

Music file – A computer file used in the digital music industry. It could be encoded in one of several formats identified by its filename extension (such as *.mp3).

Music finder – A Wave/PC software feature that allows you to find music files located on your computer's hard drive.

P

Playlist – A file containing a customized list of music files compiled from your music library.

Pushbutton – A graphic element in a display which, when clicked (depressed), performs an action.

R

Radio button – A graphic element in a display which when clicked, allows you to select only one alternative from a group.

Ripping – The process of extracting digital audio files from a CD.

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Bose Corporation

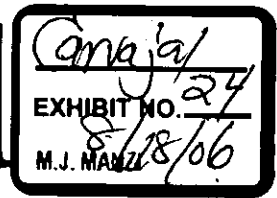
USA & Canada Service

Bose Corporation, The Mountain
Framingham, MA 01701-9168
1-800-851-2673

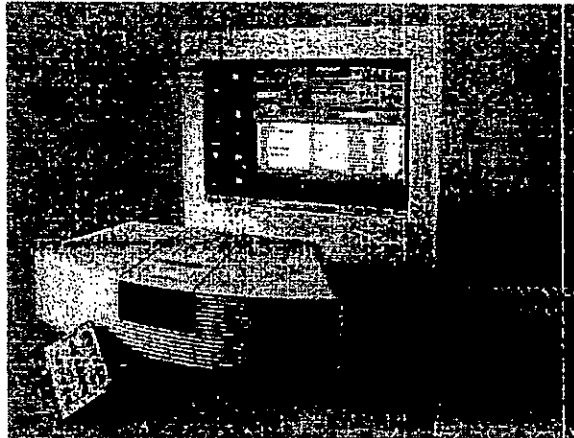
World Wide Web

www.bose.com

Sounds so good



Bose's new Wave/PC interactive audio system may be music to the ears to personal computer users



By Kurt Blumenau
NEWS BUSINESS EDITOR

FRAMINGHAM – Audio giant Bose Corp. is riding the personal-computer wave, introducing a sound system designed to let PC users play music with better sound quality and easier controls.

The Wave/PC Interactive Audio System, unveiled yesterday at Bose corporate headquarters, combines streamlined control-panel software with a desktop speaker unit based on the company's well-known Wave radio.

Like other Bose products, the Wave/PC is aimed at upscale buyers: It carries a \$449 price tag, slightly cheaper than a stand-alone Bose Wave radio. The system will be available May 10 through Bose's stores, its World Wide Web site and phone ordering.

Bose officials said yesterday they designed the Wave/PC to eliminate common problems with computer music players – poor sound quality, and confusing software that clashes with other PC functions.

The Wave/PC system is designed to work in minimized
BOSE, Page C9

Dr. Amar Bose, Bose Corp. founder, is "very excited" about the national consumer test reaction to Wave/PC.

STAFF PHOTO BY KEN MCGAGH

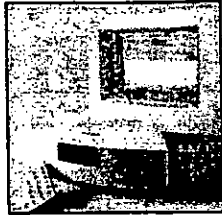
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METROWEST BUSINESS

BUSINESS:

Bose Corp. unveils
new sound system
for PC users **C8**



Bose trumpets new PC sound

BOSE, From C8

mode – that is, without having the control window taking up the screen. Using a remote control the size of a stack of credit cards, users can shuffle songs, or switch from CDs to Internet radio, without taking their eyes off other work.

"If I'm working on the computer, the last thing I want to do is interrupt the memo I'm writing to go and change a song," said Santiago Carvajal, Bose's senior product manager for integrated systems.

The sounds of Beethoven, Santana and new age music rang through a testing room at Bose headquarters, as Carvajal and project engineer Paul Beckmann showed off the new system for about 10 journalists.

Bose engineers began tackling the Wave/PC project as a response to growing personal-computer use, Carvajal said. Surveys quoted by Bose say some 58 percent of American households have a PC.

"People are really spending more and more of their time in front of PCs," he said. "The PC has become an essential work tool for us."

Personal computers offer extensive access to music and streaming radio, Bose officials said. But many users get frustrated by hard-to-use software, ever-changing addresses of music sites and poor sound quality, they said.

The system adapts the same acoustic technology used in the Wave radio. All sound components are enclosed in one box, with one hookup cable – a change from some computer sound systems, which can feature separate speakers and a stand-alone subwoofer for bass response.

For ease of use, the Wave/PC system runs off a straightforward control screen that offers easy ways to pre-set favorite music, switch from one audio source to another, record CD songs to a hard drive, and other music-related functions.

The program also comes with a list of 700 Internet radio stations, and automatically searches the Net using ZIP codes to find a list of local AM and FM stations that can be picked up over the PC.

Bose has successfully tested the Wave/PC on consumers across the country, according to Dr. Amar Bose, Bose's founder.

"We're very excited about the results," he said.

The sound system is compatible with the Windows 98, 98SE, Me and 2000 operating systems. Carvajal said Bose officials are considering a Macintosh version, but have not committed to it.

"We're always looking into new markets," he said. "At this point, it's not certain we'll have a Mac product."

Next Wave in computer audio

Bose introduces a new system that makes sweet music using online and CD sources

By WAYNE THOMPSON
SPECIAL TO THE OREGONIAN

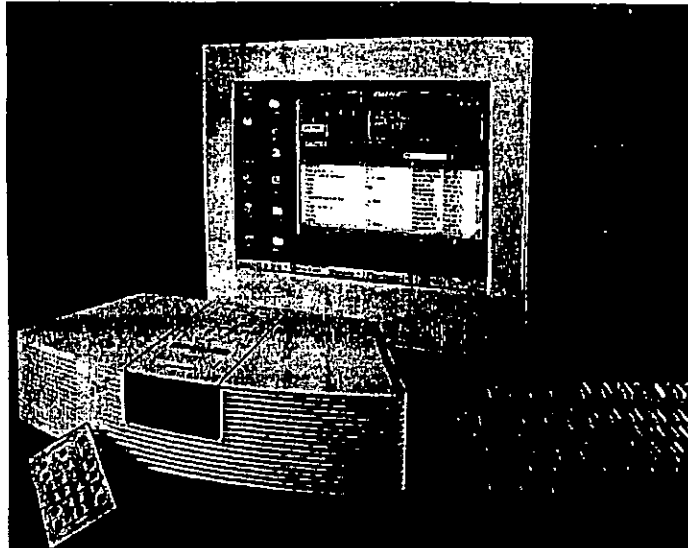
Bose, inventor of music boxes for the masses, has created an improbable dream for computer geeks: an interactive audio system that makes a peripheral out of a computer.

Using a Windows operating system, the new Bose Wave/PC system lets you access and listen to Internet radio stations and local AM/FM broadcasts. With it, you can also play and record CDs onto the PC's hard drive, organize and play music downloaded from the Internet and create music lists.

This is a one-of-a-kind product consistent with Bose's goal to make music systems that combine simplicity and small size with high-tech engineering. Bose is the world's leading loudspeaker manufacturer. While the acoustimass and direct-reflecting loudspeaker lines and the Wave Radio have been the company's bread-and-butter products, a strong research-and-development arm has kept Bose on the cutting edge of electronics invention.

Indeed, had company founder Amar G. Bose, a professor of electrical engineering at the Massachusetts Institute of Technology, been around in the 18th century to peddle his music boxes and interactive music system, Mozart perhaps would have listened more and written less. Fortunately, Bose came along a couple of centuries later to explore the mysteries of acoustic physics.

This device is a giant leap in the evolution of computer audio. It's also a trendy invention, for it speeds the transformation of the once-intimidating computer workstation to a full-service play-and-entertainment station. Computers are fun centers where people go to chat with friends and strangers, play games, keep up with news and sports and shop. And with the Bose Wave/PC, consumers can use their PCs to organize and enjoy music in a way that no other component audio system will allow.



The new Bose Wave/PC Interactive system speeds the transformation of the computer workstation to a full-service play and entertainment station, offering easy access to radio stations and the ability to play and record CDs onto the PC's hard disc and create personal music lists. Computer and keyboard not included.

The system comprises four basic elements:

- ◆ A tabletop base unit incorporating an AM/stereo FM tuner, amplifiers and a high-performance stereo speaker system based on the Bose acoustic waveguide speaker technology.

This simple box — curved in front — looks, feels and sounds like the award-winning Bose Wave Radio. Folded throughout the system's interior is the acoustic waveguide, which enables full-range sound reproduction — including deep, full bass — from a small enclosure.

- ◆ A card-size infrared remote control that can be used to operate most of the system's functions.

- ◆ A PC interface cable for connecting a personal computer's sound-card output and RS-232 serial port to a multi-pin jack on the Wave/PC system's base unit. Surprisingly, the system uses serial ports rather than USB ports and, sorry Mac lovers, it isn't compatible with Apple computers.

- ◆ Windows brand 98/Me/2000 software on a CD-ROM disc that, when installed, helps give the Wave/PC system the kind of operational simplicity Bose products are known for.

The base unit's back panel has a set of line-level stereo inputs for connecting an external audio source, such as a tape player, plus line-level stereo outputs for attaching external speakers. The tabletop base unit includes a dual-alarm AM/stereo FM clock radio with six station presets that are accessible from the base unit, the remote control and the software control panel.

Here's the way the Wave/PC works: After installing the software, just enter your Zip code, and the Wave/PC will download information about radio stations in your area — displaying the broadcast frequencies, station location and call letters — and often will include the type of programming.

With a click of the mouse you can change stations and create your own favorites by dragging

and dropping the station icons to presets accessible with the touch of a button on the remote.

The Wave/PC system also lets you listen to programs from around the world via Web radio broadcasts in the new Real Audio (RNWK) format. Out of the box, Real Audio's Internet radio system connects you to hundreds of national and international stations as easily as local ones. The radio station list is displayed in the Wave/PC system's software control panel whenever you want it. Just double-click on a station listing and the Wave/PC system will immediately tune to it. You also can manually add or delete stations in the list and edit the display information.

If you're downloading music from the Internet using the popular MP3 technology, the Wave/PC system will quickly find the music you want, avoiding the procedures required on conventional computer music programs.

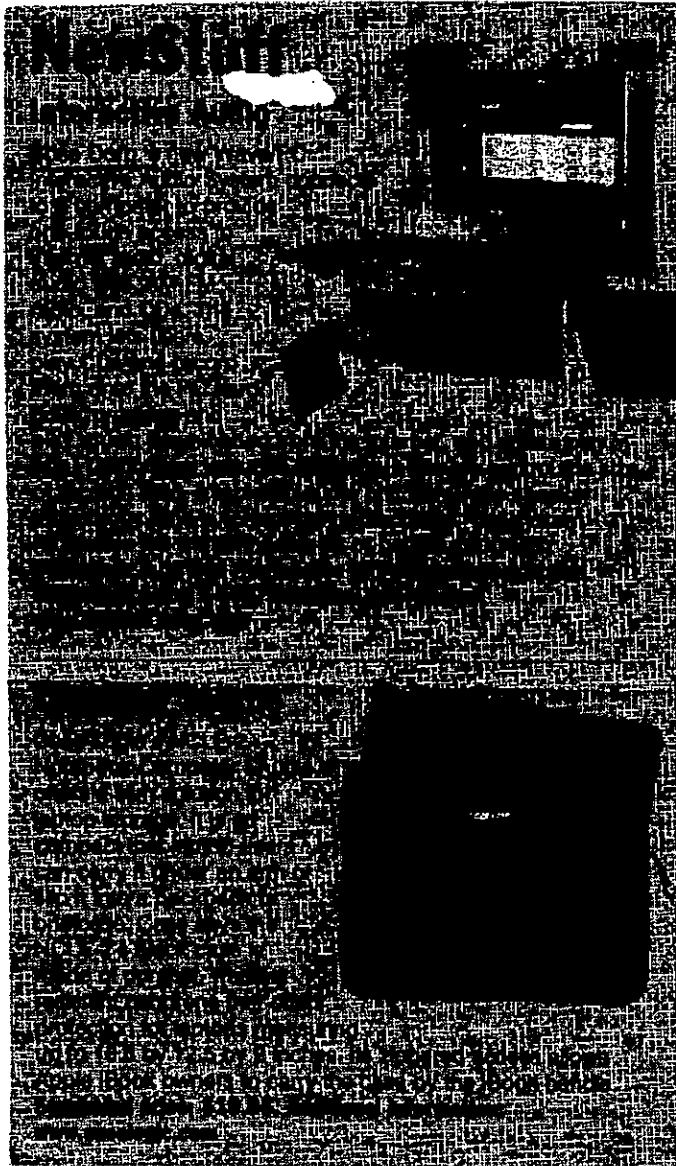
You can organize favorite tracks from your CD collection and build a library of music on your computer's hard drive. Just insert a music CD into your computer's CD-ROM drive and the Wave/PC audio system downloads the information. Selected tracks can be stored on your computer hard drive. The Wave/PC software also can sort all of the music you download from the Internet by type, composer, artist, album or track.

For those worried about obsolescence, Bose says it will deliver to Wave/PC system owners any new features to the programming software when they become available. The base unit takes up less desk space than a laptop and weighs only 7 pounds. The total package is available for \$449 at Bose stores or by contacting the company, 800-444-2673, www.wavepc.bose.com.

Wayne Thompson is a Portland writer. You can reach him at mlou4jazz@aol.com.

PHILADELPHIA INQUIRER

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The Philadelphia Inquirer

digital audio

Push-button radio comes to the PC

Seasoned Internet audiophiles might first want to make fun of the Bose Wave/PC, the hoary audio maker's recent move into the digital music market. It's a \$449 tabletop radio with the same high-quality sound as Bose's successful (but expensive) Wave radio, which in turn sounds as rich as a good books shelf stereo system. What sets it apart is that it also connects to a PC and lets you control all sorts of audio—including Internet radio, MP3 music files, CDs, and AM/FM radio—via an integrated software program. For people who manage their extensive MP3 collections using sophisticated programs like RealJukebox, Windows Media Player, and MusicMatch, the Bose Wave/PC might seem a bit basic.

But that's exactly what the Wave/PC is meant to be: a reliable (but, again, expensive) combination of hardware and software that aims to make PC-based music as easy to manage as music played via traditional audio components. Most of the companies that make computer-based audio products are computer-focused, and they typically deliver products that emphasize features over simplicity and usability. Bose, in contrast, sells products that are designed to deliver all their features at the push of a few buttons. With the Bose Wave/PC, the company has

Bose Wave/PC Interactive Audio System, sound quality for \$449; www.bose.com

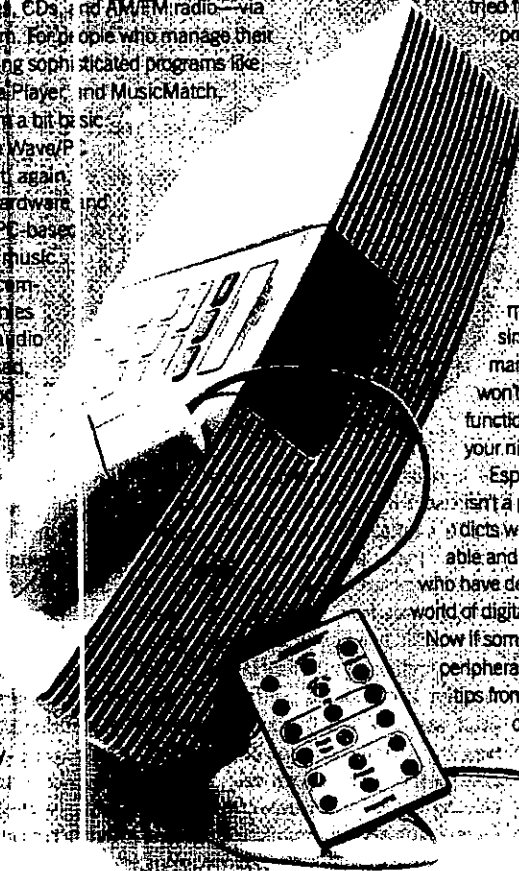
made an easy-to-master digital audio system for those who don't need every new gadget feature.

The usability is apparent right from the installation process. You can install the Wave/PC hardware and software without opening a manual. A one-page, pictures-only set of diagrams tells you all you need to know, and the installation software is unambiguous. Anyone who has tried to install a PC sound card will be impressed at the Wave/PC's simplicity.

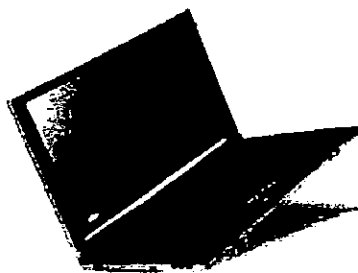
After you've got the software installed, you can use it to play CDs and encode them as MP3s or Microsoft-friendly WAVs, listen to standard radio stations or less dependable Web radio (via RealAudio streams), and manage the music files on your PC with relative ease. A small remote-control device duplicates many of the key software controls, but since the whole idea of the system is to manage everything through your PC, you won't use it much. Ditto the alarm clock function, which is fine if you have a radio on your night table, but not if it's in your office.

Especially at its price, the Bose Wave/PC isn't a peripheral for recovering Napster addicts who know the difference between variable and fixed MP3 encoding. But for those who have deep pockets and who want to enter the world of digital audio easily, it's a reasonable choice. Now if some of the more ambitious digital-audio peripherals, like Creative's Nomad Jukebox, took tips from the Wave/PC, we might have an ideal device that both cognoscenti and newcomers would enjoy.

— Jimmy Guterman



ANTHONY ACQUILLES



Power to Go

IT'S A ROAD warrior's dream machine. Toshiba's Libretto GT is the smallest and fastest sub-notebook computer with a full-size display and keyboard. It measures a mere 10.5 by 6.6 by 0.81 inches and weighs 2.4 pounds. And unlike other sub-notebooks, the Libretto GT won't leave you idle on long trips. Its speedy yet slow-sipping 700MHz Transmeta 5800 processor enables up to 3 hours of computing with a regular battery, or 10 with an extended-life version. Price: \$1,699. www.toshiba.com



SUV That Hits the G Spot

ORIGINALLY BUILT FOR the German army but coming to America this fall, Mercedes' new G-Class may be the toughest thing to come out of Austria since Schwarzenegger. Like Arnold, the attraction is a rare combination of brute strength and relaxing charm. A 300-horsepower all-aluminum engine, plus a stable suspension, can pop the SUV over 80 percent grades, while a leather interior coddles you like a wealthy movie star married into an even wealthier family. Price: \$72,500. www.mbusa.com

The Web Catches a Wave

A CYBERIZED VERSION of the Bose Wave radio, the Bose Wave/PC radio lets you listen to your favorite Internet radio stations, along with AM/FM broadcasts, by clicking a credit-card-size remote, not a mouse. Just connect the uber-radio to your PC via the serial port, load the supplied software, and the BBC or any other worldwide station airs as easily as Howard Stern. The Wave/PC also plays MP3 files stored on your PC's hard drive. Price: \$449. www.bose.com



Gene Weavers

MORE THAN half of all Americans say decoding the human genome is more significant than landing on the moon. Yet only 29 percent have ever heard of the Human Genome Project. A perfect challenge for the American Museum of Natural History in New York, which specializes in shedding light on all things perplexing. The museum recently unveiled an exhibition called The Genomic Revolution, which addresses the science behind genetics, and its ethical and social implications. Runs through January 1, 2002. www.amnh.org

CD to MP3 to ABC Bose Wave/PC interactive music system

When Dr. Amar Bose visited the magazine where I worked in the early 1990s, he teased staffers by hiding under a cloth the source of the luxurious-sounding music filling the room. Moments later he revealed that it was actually emanating from an unassuming clock radio. Since then, the Bose Wave radio has landed on countless tabletops and nightstands. Now, Bose has introduced a new version of the popular radio, called the Wave/PC.

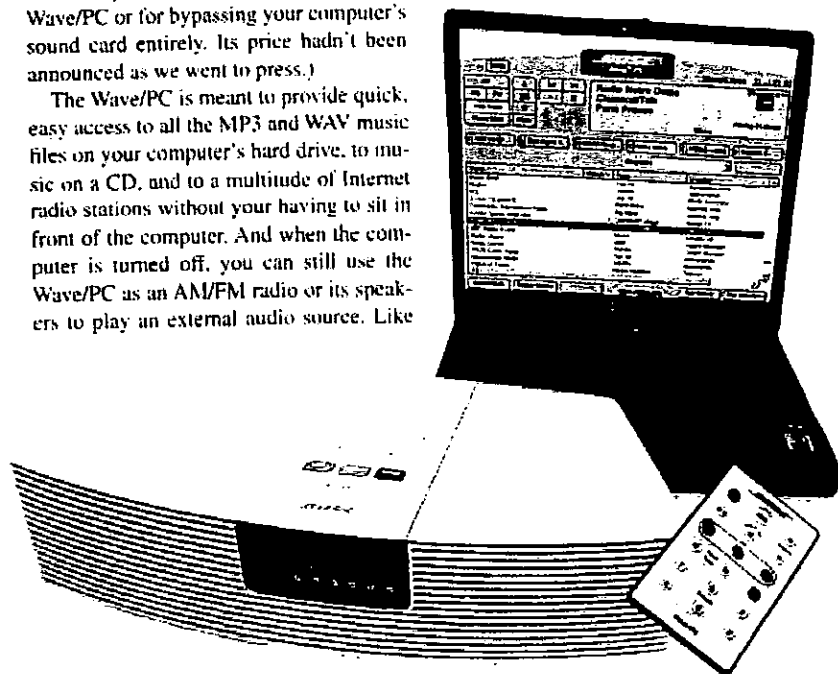
In terms of appearance, the only difference seems to be a connector on the back to link the radio to the serial port and audio jack of a PC running Windows 98 or higher. The supplied cable is 15 feet long, so you don't have to put the Wave/PC right next to the computer. On closer inspection, however, you realize that the computer link and the software Bose supplies on a CD-ROM expand the capabilities of the Wave/PC far beyond those of its stand-alone forerunner. (An accessory is expected in October that will let you use your computer's USB port either just for controlling the Wave/PC or for bypassing your computer's sound card entirely. Its price hadn't been announced as we went to press.)

The Wave/PC is meant to provide quick, easy access to all the MP3 and WAV music files on your computer's hard drive, to music on a CD, and to a multitude of Internet radio stations without your having to sit in front of the computer. And when the computer is turned off, you can still use the Wave/PC as an AM/FM radio or its speakers to play an external audio source. Like

its predecessor, it has two wakeup times and a snooze button, and it comes with an antenna, a 9-volt battery for clock/alarm backup, and a neat credit-card-size remote control.

Setting up the hardware took me less than 10 minutes. I inserted a tiny battery in the remote and the 9-volt battery in the Wave/PC, attached and strung the antenna, and connected the cable to my computer. The unit's beige exterior (it's also available in charcoal) matched my PC to a T. You'll need about 200 megabytes (MB) of hard-disk space to accommodate the Wave/PC software, which includes a classical-music sampler compressed in the MP3 format at a classy 192 kilobits per second (kbps) — 128 kbps is the de facto standard.

After you install the Bose software on your hard drive, it automatically scans for MP3 and WAV files for inclusion in a general playlist. It found 129 MP3 tracks on my PC but ignored music files encoded in other formats, like Windows Media Audio. The software also installs a list of your local radio stations from a national database



SOUND & VISION

NEW YORK, NY
10-TIMES/YEAR 40,000
SEPTEMBER 2001

Audio Concepts Bay Area Audio Bunk's Camera
Century TV CD Automation & Theater
Creative Stereo Discard Sales Marcin's HiFi
Dana Ear Paradise Performance Audio
Shelley's Stereo Video Systems Design
CD Soundtrack
Advantage Sight & Sound Pro Home Systems
CT Audio Etc. Carstins Stereo Video
Roberts Audio Video The Sound Room
Stereos Shop
DC & Washington Studios Over Live
DE Hot House
FL Absolute Sound Audio Center
The Audio House A.V. Paradise
Cooper TV Stereo
Sound Components Sound Waves
GA Georgia Home Theater Stereo Images
Ken's Stereo Home TV Audio Warehouse
Stereo Festiva Stereo Shop Stereo Connections
HI Honolulu Home Theater
IA Ultimate Electronics
Archer Audio Video And A Video Logic
Audio Visions Hawkeye Audio
Remier's Sound World
ID Ultimate Electronics
IL Barrell's Home Theater Jo's Home Ct. Music on Motion
Satellite Stereo Sound Services
The Shoppe
IN Classic Stereo Kings Great Buys
Orion Audio
KS Accent Sound Advanced Audio
Audio Junction
KY King's Great Buys
LA Absolute Audio Video A Team Audio
Home Theater Concepts Mark's Audio
Wright's Sound Gallery
MA Martine's Sound Pullbell's Home
MU Grandophone
ME New England HiFi
MI Contemporary Audio
NJ Car Stereo & HiFi
NY Audio Unlimited
Audio Designs
MD Interference A/V
MS Ideal Acoustics
Players A/V
MT Rocky Mt. HiFi
NC Audio Unlimited
New Audio Video
Source Systems
NE Custom Electronics
NH State Street Disc
NJ 6 Avenue Electronics
Camera and TV Shop
Woodbridge Stereo
NM Ultimate Elect
NV Ultimate Elect
NY Audio Breakthroughs
Clark Music
Listening Room
Audio
OH Absolute Theater
Audio Etc.
Ohio Valley Audio
Thousand Audio
OK Ultimate Electronics
OR Bradford's Home Ent.
PA Audio Junction
Gary's Elect
State Listening Post
Stereos Shoppe
Studio One
RI Stereo Discount Club
SC Custom Theater & Audio
SD Audio King
TN Cell-egit HiFi
TX Audio Video
Barkley's Sound Systems
Bios's
Gravin Electronics
Mike Massey, Inc.
UT AudioWorks
Ultimate Elect
VA Myer's
WA Bunch's Home Theater
WV AudioWorks
Puerto Rico Precision Audio
Canada Advance Electronics
Canadian Sound
Environnement Electrique
Lipton's
Stereos Plus
Mexico Central Plaza Volumen

quicktakes

on the CD-ROM and scans the airwaves to gauge signal strength. Seeing all the stations' frequencies and call letters in my area listed on the PC screen, including icons indicating strong reception, made the setup process a snap. Click on a frequency, and the Wave/PC tunes it in. And the clock is automatically set by the computer.

The ease of using the Wave/PC became even more apparent when I set the system's presets. As on the original Wave radio, a sextet of buttons atop the Wave/PC can instantly call up six AM and six FM stations, but now you can assign them by dragging the call letters from the station list to the soft buttons onscreen. The Wave/PC also lets you assign each of the presets to an individual song or whole playlist of songs on your computer's hard drive as well as to a Web radio station. And with the infrared remote, you can use the presets from up to 20 feet away, toggling seamlessly between traditional radio, Web radio, and stored music by tapping buttons.

Another cool feature of the Wave/PC is that the Bose software downloads the song titles for a CD the first time you insert it in your computer's CD-ROM drive by automatically logging onto Gracenote's compact disc database Web site (www.cddb.com). You can then use Bose's integrated MP3 encoder — or ripper — to turn the whole album, or selected tracks from it, into MP3 files stored on the hard drive. This is the first encoder I've used in which the default data rate is 192 kbps, though you can also choose 64, 128, or 160 kbps as well as 256 or 320 kbps. To play a CD burned with MP3 files, you must add your computer's CD-ROM drive to the available sources from the setup menu.

To enjoy Web radio, you'll need an active Internet connection — the faster, the better. You can set the Bose software to automatically load your browser and connect whenever you switch to Web radio mode. This even works with America Online's dial-up service, though I typically had to wait a few minutes for the first station to be heard. You can't set the alarm to wake up to Web radio, but given the occasional flakiness of the Net, that's probably a good thing.

Truth be told, when I sat down to load up the presets, I was thwarted from locking in KFOG, a favorite San Francisco radio station. The Bose software recognizes only the RealAudio format used by most Webcasters. But KFOG embeds its bitstream in

a Yahoo! player format that isn't compatible with the Bose software. Nonetheless, there were plenty of other choices to fill the presets, including an on-demand newscast from the ABC Radio Network, London's BBC Radio 4, and a National Public Radio station in Texas that carried a performance of the Boston Symphony from Symphony Hall when my local affiliate did not.

Bose should be commended for including an easy-to-understand manual with crisp illustrations, a glossary and index, and — something rare these days — an 800 number for support. During the course of a week, all of my calls were answered promptly and knowledgeably by human beings. What a novelty!

Keep in mind that if you're thinking of installing the Wave/PC but are already using external speakers with your computer, you'll have to disconnect them. In my case, I moved out a rather clunky pair of desktop towers and an under-the-desk subwoofer. I don't miss them. At 14 x 4 3/16 x 8 1/4 inches, the 6 3/4-pound Wave/PC occupies only a corner of my desk, but it gives me all the sound I was used to. And, like the original Wave radio, the Wave/PC gives you an amazing amount of bass for its size.

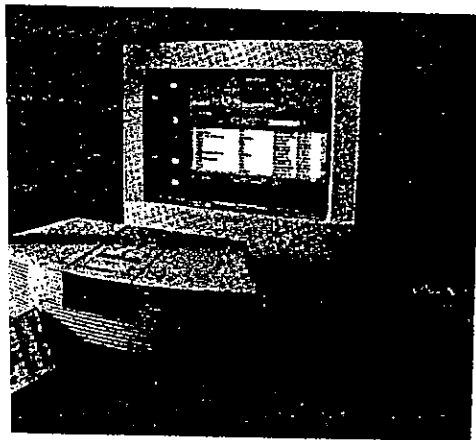
Thanks to one of the idiosyncrasies of dial-up connections I couldn't help but marvel at the difference between mono and stereo on the Wave/PC. When a streaming-radio source's bit rate fell too low for stereo, it unceremoniously switched to mono. When it returned to stereo, the audible difference was startling — I felt enveloped in sound, not just oriented to a single source.

Bose hasn't put the radio's own readout to much new use, except to flash "PC" when you're booting up the computer. That's too bad, because it would be nice if song titles crawled across its face. It's also too bad you can't run the software under Windows 95, since earlier PCs have the necessary serial ports. Still, I'm not complaining. Since an easy-to-use database manager is integrated into the software, switching between over-the-air and Web radio, a CD, or a library of MP3 songs is like twisting your own custom music dial. As computers are used more and more to deliver audio from a variety of sources, the Bose Wave/PC is primed to bring out your PC's musical talents. And it's an excellent alarm clock, too. — *Michael Antonoff*

Bose, Dept. S&V, The Mountain, Framingham, MA 01701; wavepc.bose.com; 800-999-2673

POTENTIALS

MINNEAPOLIS, MN
MONTHLY 54,000
OCTOBER 2001



Advanced PC Stereo

The Bose Wave/PC System is a compact, interactive music system that can deliver high-quality stereo sound from almost any source, including computer audio files and the Internet. It also offers stereo AM/FM radio reception, alarm clock functions and a card-sized remote. **Contact:** Incentive Concepts (www.inconltd.com), St. Louis, MO; 888/862-9283. Booth 1545.

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the fittest

Edited by Todd Datz

STUFF YOU NEED
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DARWIN

FRAMINGHAM, MA
MONTHLY
NOVEMBER 2001

Catch a Wave

Bose wants to sit on top of the digital audio world with its Wave/PC

ROCK AROUND THE CLOCK Until recently, most of the products for playing and recording MP3 digital audio music came from relatively unknown makers. Now Bose—a big name in the high-quality audio field—has entered the MP3 market with the Bose Wave/PC, a sharp (if pricey) combination of speaker system, clock radio and computer audio manager.

The Wave/PC shares the same wedge shape and smooth, rich sound as Bose's famous Wave radio. Only instead of standing alone on your kitchen counter, the Wave/PC attaches to your PC's serial port and sound card via a 15-foot cable. (Bose planned to release a USB version last month.) Next, you install the included Wave/PC software. The whole installation takes less than 30 minutes.

Once you have the system set up, you're ready to rock. You can listen to MP3 and WAV digital audio files that you create from your own CDs or download from online music sites. You can also scan for the thousands of radio stations that broadcast over the Web from around the world (the software includes preset sample sites, and you can add your own). If you're looking for something more old-fashioned, you can listen to local broadcasts on the AM or FM bands and even play back CDs through your PC's CD-ROM drive.

The Wave/PC doesn't stop with mere play-back, however. The software can record CDs to your hard drive for later listening. The

software even searches an Internet database and automatically displays artist, album, track and other information every time you insert a CD. Creating customized playlists—let's say you like to cool down from the Stones' "Sympathy for the Devil" with Pavarotti's "Core 'ngrato"—is as simple as dragging and dropping the songs you want to hear. The software's search function makes it a snap to find any piece of music you want in under a second, even if you have thousands of songs recorded. And the included credit card-size remote control lets you access your PC music files while lazing in the Barcalounger across the room.

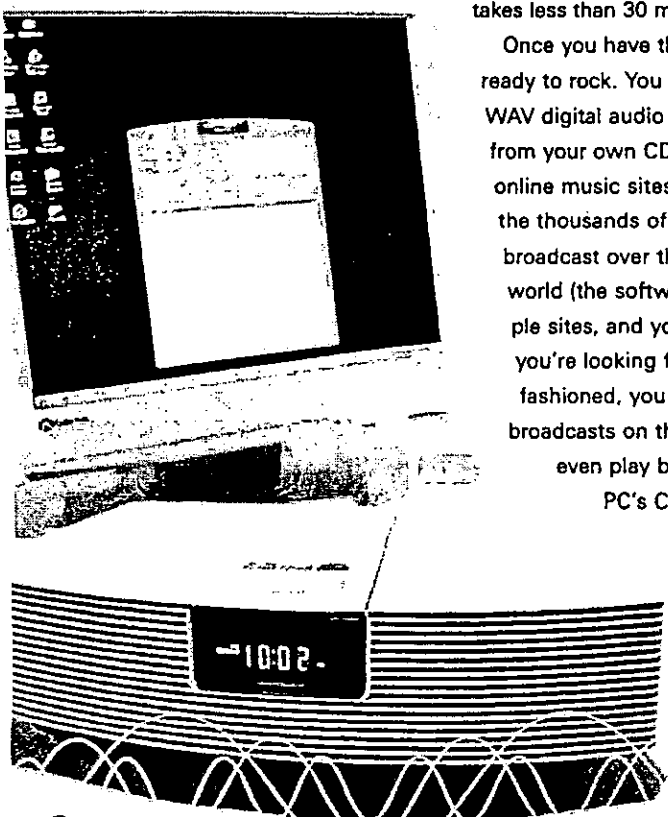
It all adds up to an audibly exciting package, with one important caveat—the dollar signs. At \$449 retail, this sound system is nearly as pricey as a low-end PC and far more costly than some very good, traditional PC speaker systems (such as Cambridge Soundworks' \$100 "SoundWorks" system). Worse, to take full advantage of the Wave/PC, you need to leave your PC on all the time, which wastes power and puts wear and tear on expensive computer components.

The Wave/PC's box claims, "At least one belongs in every home," but at this price, it'll be only in homes with money to burn.

—Christopher Lindquist

gritty nitty

Bose Wave/PC
PRICE \$449
PROS Smooth, rich sound.
Cute, useful remote control.
Feature-rich software.
CONS Expensive for a PC
speaker system.
URL www.bose.com

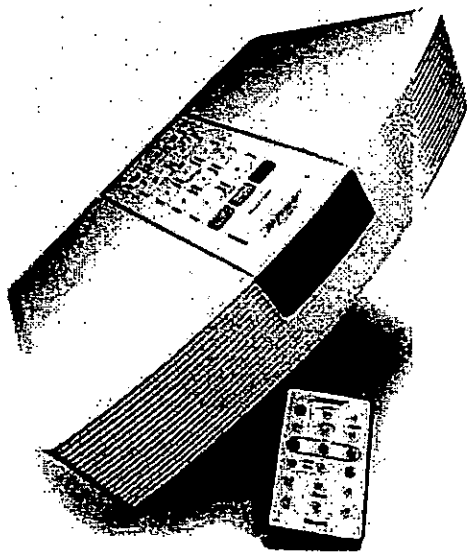




BEST BIZ

Tuner Salad

Web radio is the newest and most far-reaching broadcast medium, and the **Wave/PC** (\$449) by Bose helps you and your PC organize all those Net broadcasts. Pick what you want with just one mouse-click instead of conducting a full-scale search. Then listen in clear, wide-range Bose fidelity. Info: 800-999-2673, 508-766-1099 or www.wavepc.bose.com.



Portuguese Palace—in Lisbon

Many ordinary hotels style themselves Palace this and Palace that, but the **Carlton Palace Hotel in Lisbon, Portugal** (Rua Jau, 54), has every right to the regal sobriquet. The spectacularly restored main building is the 19th-century **Palacio Valle Flor**, a Portuguese national monument. The other buildings surround a park dotted with exotic trees, and nearby is the newly restored riverfront, where old warehouses and commercial buildings have become trendy restaurants and bars. Six miles from the airport, the hotel offers a health club, indoor and outdoor pools, a fully equipped business center, Internet access, and 15 conference rooms. Royalty never had it so good. Info: 351-21-361-560 or www.pestana.com.

Send Me a Postcard

"Make people take vacations," says Frank W. Abagnale. "Large embezzlement schemes often must be maintained daily." Abagnale's **The Art of the Steal: How to Protect Yourself and Your Business From Fraud—America's #1 Crime** (Broadway Books, \$24.95) details how to make theft and fraud challenging. That way, embezzlers apply for jobs elsewhere and thieves knock on someone else's door. **If Time Is Short:** Page 44, "Don't Keep It Simple, Stupid"



Read All About It!

Global business travelers can get the daily scoop from their hometown rag—whether it's *The Atlanta Journal-Constitution* or Spain's *El Pais*—now that **NewspaperDirect** offers hard copies of more than 90 papers, from the Americas, Europe, South Korea and Russia. Sent via the Internet, the papers can be printed out in hotels, airports or newsstands, or delivered to you personally. Info: 877-980-4040, 212-808-3031 or www.newspaperdirect.com.

STRINGS

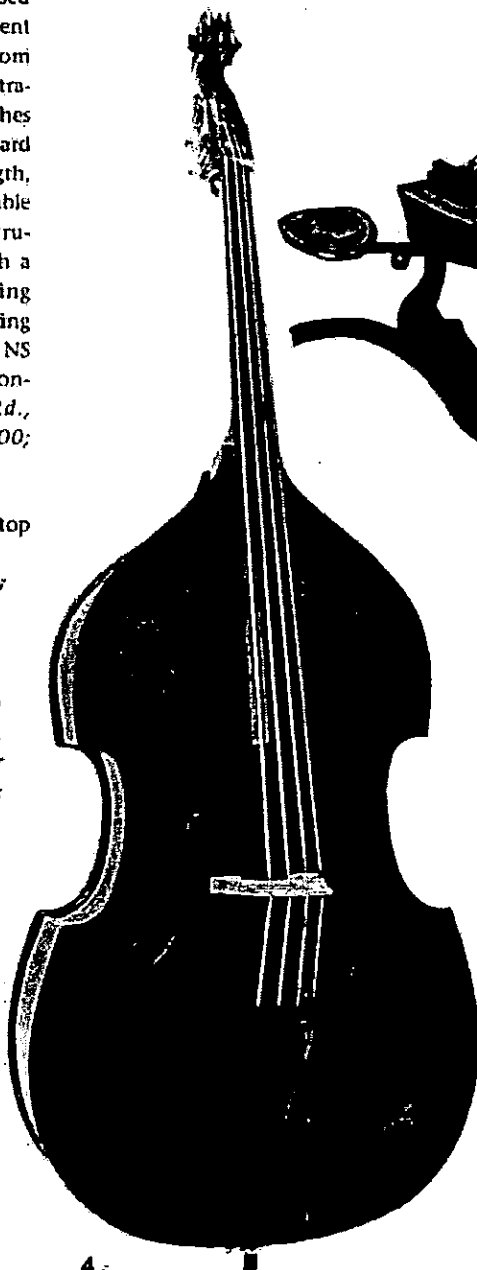
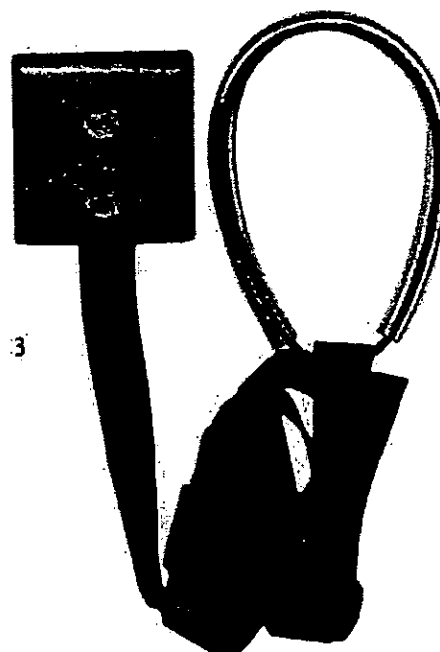
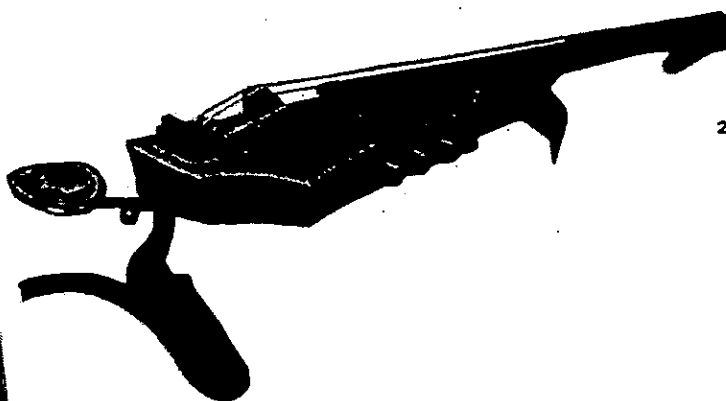
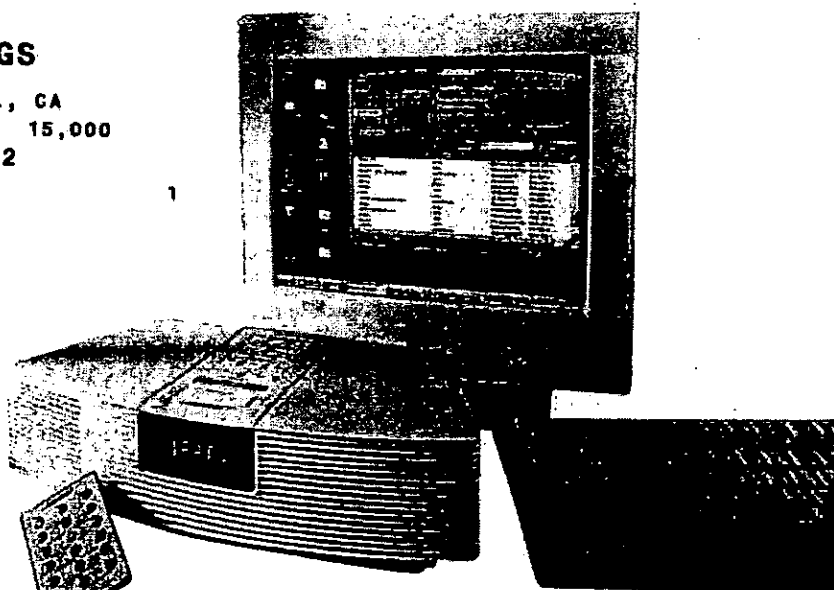
SAN RAFAEL, CA
8-TIMES/YEAR 15,000
MAY 2002

1. Bose's new **WAVE/PC INTERACTIVE AUDIO SYSTEM** offers a new approach for listening to classical music on the Net, considered by many to be the best AM/FM radio you'll ever hear. The people at Bose have created a powerful combination that can also play your MP3s in addition to Web radio and audio CDs. Just connect the device to your PC, install the software, and you're all set up. Includes a super-thin remote control, audio unit, and 15-foot connector cable. \$449. *Bose Corporation, The Mountain, Framingham, MA 01701-9168; (800) 999-2673; www.bose.com.*

2. The latest Ned Steinberger instrument design is the innovative **NS VIOLA**, released earlier this year. The solid-bodied instrument is a standard four-string viola crafted from solid maple, with a flame maple top and a traditional amber stain. It measures 20.4 inches (518 mm) and features an ebony fingerboard and standard string spacing and scale length, permitting the violist to make a comfortable transition from acoustic to electric instrument. The instrument is equipped with a Polar pickup that emphasizes lateral string vibration (ideal for bowing) or vertical string vibration (for sustained pizzicato). The NS Viola has volume, treble, and bass EQ controls. \$4,800. *NS Design, 42 Hilltop Rd., Nobleboro, ME 04555; (207) 563-7700; www.NedSteinberger.com.*

3. Looking for a lightweight cello endpin stop that won't take up too much room in your case or gig bag? Consider the new **BOCCHERINI-L ENDPIN SUPPORT** made by Earthstar Enterprises. The stop is made of select walnut or mahogany and is attached to a vinyl loop that secures to your chair leg. You can adjust it easily with one hand while seated. \$15.95. *Earthstar Enterprises, PO Box 692, Inverness, CA 94937; (415) 663-1379; www.svn.net/invars692.*

4. A new durable and easy-to-play double bass, the **CREMONA SB-2** from Saga Musical Instruments, offers tone specially designed for jazz, bluegrass, and string-band music performers. The upright design, genuine ebony fingerboard, and careful craftsmanship in addition to the reasonable price should be attractive to many bassists. \$995. *Saga Musical Instruments, Box 2641, South San Francisco, CA 94080; (650) 871-7590; www.sagamusic.com.*



wireless. On all these fronts, we've assembled our best gadget guide yet for you and your loved ones. So ease back, let your imagination kick in, and look forward to a stellar year of fun and high-tech wizardry.

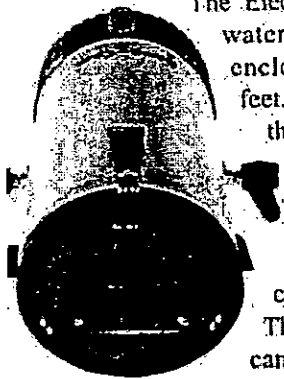
Aquatix Aqua-Cam

Outdoor adventurers are often forced to leave their gear at home, especially when water is involved. Forget that!

The Electronic Aqua-Cam is a rock-solid, watertight, shock-resistant camcorder enclosure that is depth-rated to 200 feet. It accepts any digital camcorder that measures less than 4.6 x 4.8 x 10 inches.

Strap the Aqua-Cam on your boat or take it diving. Its single-seal, penetration-free design means water cannot infiltrate your equipment.

The basic Aqua-Cam works with any camcorder but provides no electronic controls. If you own a Sony camcorder that features a LANC (Control-L) jack, the Electronic Aqua-Cam allows you to control the camera's zoom feature, as well as standard controls, like start and stop. Play hard and preserve the memories! \$359 (Basic); \$659 (Electronic).



ATI TV Wonder USB

Bring convergence to your PC with ATI's incredibly affordable TV tuner and video-capture solution. Just plug the TV Wonder into a USB port and leave the screwdriver in the toolbox. The

gadget features 125-channel capability and is able to zoom and pan on stations (full-screen or in window mode).

The GUIDE Plus+ service turns your PC into a digital video recorder to locate and record shows based on several criteria. Toggle back and forth between the Web and your TV shows or watch them picture-in-picture style. Plug a camcorder or VHS deck into the TV Wonder and you can perform still-image and video capture, too. \$99.



Benwin GX-6A speakers

Whether you're tight on desk space or just want to cultivate a next-generation look, flat-panel speakers are a great solution.

Benwin's GX-6A three-piece desktop speaker set shouts out a total of 29 watts of clear, surround sound. (No cones means omnidirectional sound distribution.)

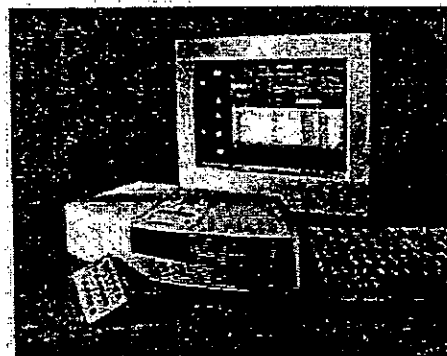


Both the satellites and subwoofer are a stylish trapezoidal shape with the narrow end on the bottom to conserve desktop and floor real estate. The satellites provide a respectable 180 Hz to 18 kHz frequency response while the subwoofer thumps out a rated 20 to 105 Hz. Bass and treble are sterling and recent improvements to the sub's inner components drive the deep sounds of dance, rap, and explosions. \$59.

Bose Wave/PC

Switching between windows to manage your files and CDs is a drag, and streaming local radio stations can sound worse than an alarm clock radio. Bose's new Wave/PC revamps the PC music experience. Available in platinum white or graphite gray, the Wave/PC is an attractive component that tethers to your PC with a 15-foot cable and runs Bose's own music jukebox software on your system. Bose has long been respected for its powerful speaker systems, and the company's experience is evident in the quality of sound from the Wave/PC.

The Wave/PC tunes in local AM/FM stations and Web-based stations, turns your CD collection into manageable MP3 files, and uses the CDDB database to obtain tons of searchable information about your music. The credit card-sized remote lets you control your PC-based tunes just like a home stereo system. \$449.



Brother MFC-5100c

If high costs keep you from purchasing a space-saving multifunction center for your home office, Brother's latest designs punch through the lower price barrier and still offer excellent performance. As a color flatbed scanner, the 5100c scans at 600 x 2,400-dpi (optical resolution) and includes the very popular TextBridge and PaperPort OCR and document-management applications. It also works as a color fax machine.

Color copying is at 1,200 x 1,200 resolution, aided by a 30-page automatic document feeder. Color printing reaches photo-quality 2,400 x 1,200 resolution, producing up to 10 pages per minute (ppm) in monochrome and 8 ppm in color. Attractively designed and built to last, the 5100c is an incredible deal for business users on a budget. \$299.



DATE July 12, 2001
TIME 5:00-6:30 PM
NETWORK CNNfn
PROGRAM The N.E.W. Show

Bruce Francis, anchor:

Would you like a new way to listen to music on your computer? That's the topic of our Leading Edge today. Bose, the maker of the famed Wave Table Top Radios, has jumped into the digital music arena, introducing a Wave/PC system. Basically, it's a radio that you connect to your PC for the playback of MP3 and other digital music files and CDs from your computer. Well, Santiago Carvajal is product developer at Bose and joins us from Boston.

Thanks for joining us. We appreciate it.

Santiago Carvajal (Product Developer, Bose): Hi, Bruce. How are you?

Francis: We're great. Explain how this works because you're taking a familiar product and connecting it up to the PC. What's the prime benefit for the consumer.

Carvajal: Basically, what we've tried to do with the Wave/PC System is to try to make it extremely easy for people to access sources like Internet radio, MP3 music files and their own music collection. I would say the core benefit that Wave/PC brings is number one is ease of use that is beyond anything out there, quality of sound and the fact that people now don't have to interrupt the work in their computers to get to this music--to get to their music.

Francis: So I can use software on my PC. We're--you're showing a little screen shot there, or we were for a moment to organize my MP3 files that I can then play on the Wave.

Carvajal: Correct. Basically, the product consists of both the hardware unit that looks a lot like the Wave Radio. But actually, it's a different unit inside electronically because now it communicates with the computer so that you can access your MP3 music, your Internet files, your--even your AM/FM, you can do it through your computer. I think the difference between Wave/PC and other systems out there is that Wave/PC actually puts the computer as a peripheral. And Wave/PC uses the computer to access that audio, but it does it in--without having to interrupt the work that you're doing on your computer when you...

Francis: So the files are still stored on your PC not on the Wave.

Carvajal: Correct. Correct.

Francis: OK. All right. Thank you for that distinction. Now, Bose has long been associated with kind of the upper end of audio and some of the higher quality consumer products. MP3 is not associated with high-end audio. In

fact, a lot of folks have quibbles with MP3 quality audio. Is this an endorsement of Bose of the quality of that format?

Carvajal: That's an interesting question. I think MP3--one of the issues with MP3 is that very early versions of MP3, when they were encoded at lower bit rates, you do lose a lot of quality. (Graphic shown reading: The Leading Edge; Wave/PC: The Radio and PC are; actually electronically connected) What we tried to do is number one make sure that we--when we encode MP3 through Wave/PC software it is encoded through the best encoder out there and also encode it at a bit rate that is acceptable. (Graphic shown reading: The Leading Edge; Downloads information; about radio stations in your area) What we did to choose that default bit rate is we made sure that the resulting sound quality that you get from the MP3 files actually is not listenable through the Wave/PC System. You can't hear the difference between the original source and the MP3 files as long as you're in...

Francis: Even your golden ears at Bose can't tell the difference? Now, you guys have got the most finicky ears in the business, I would imagine.

Carvajal: Well, MP3 has come a long way. (Graphic shown reading: The Leading Edge; Wave/PC: Takes up less desk space; than a laptop & weighs only 7 pounds) And MP3 is a very good compression algorithm that provides--to me, the important thing is that it provides an incredible benefit from the standpoint of taking a giant music database and putting it at the access of one touch of a button. (Graphic shown reading: The Leading Edge; Bose Wave/PC System costs \$449) That's--to me, that benefit is so important that I think a lot of people are willing to say, 'OK. I'm willing to do that no matter what.' The interesting thing is that a lot of tests that we did with some of the encoders that we're using are impressive. You would be surprised about the quality of the MP3 files.

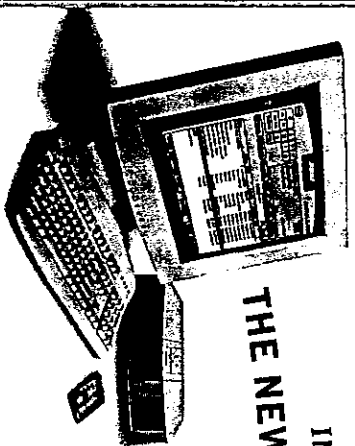
Francis: And we love to be surprised here on The N.E.W. Show. Thank you very much. I appreciate you coming in today.

Carvajal: Thank you. Santiago Carvajal of Bose. He's the product developer.

THIS SPECIAL OFFER MAKES
ACCESSING INTERNET RADIO, MP3s, AND CDS
ON YOUR HARD DRIVE EASY.



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INTRODUCING THE NEW BOSE® WAVE/PC SYSTEM.

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Now even better news. Take advantage of our 12-Month Interest-Free Payment Plan and order by June 30, 2001, for Free Shipping. They make the Wave/PC easy to buy.

Just pick up the phone, call Bose at 1-800-414-2073, and order. Your new Wave/PC will be shipped free of charge right away. And you'll have the added convenience of making 12 monthly payments of only \$37.42*.

Don't delay. This offer is hard to beat.

**To order or for more information,
call 1-800-414-2073.
Visit wavepc.bose.com/wpcc.
Or visit a Bose store near you.**

The Wave/PC interactive system includes software, audio unit and remote control. It's designed to be used with most current PCs. Minimum PC requirements: Windows 98, Millennium or 2000; 200 MHz processor (Pentium II or equivalent); 32MB RAM; 200MB free hard drive space; CD-ROM drive; soundcard; available serial port; Internet connection. 5M-3/5/01

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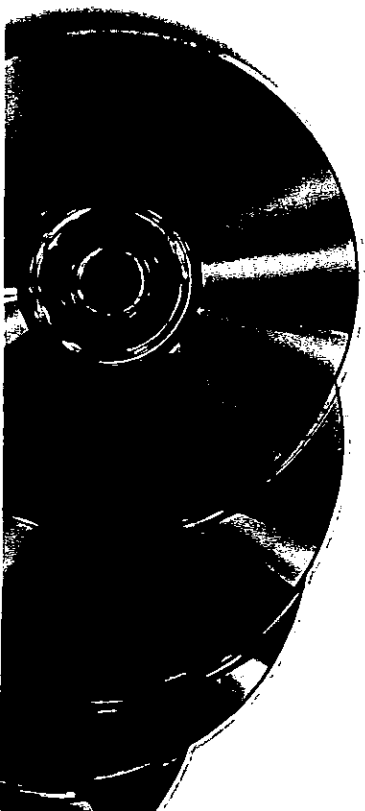
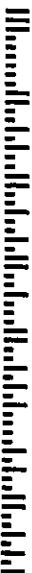
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Key-B9999

Mr. John Q. Sample

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Anytown, US 01234-6789





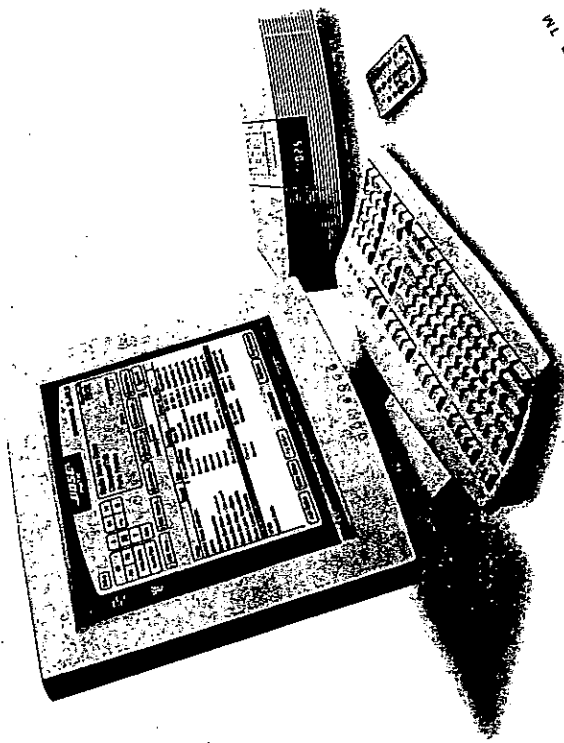
Online Music



Offline Music



Your Complete
Line Of Music



Introducing The New Wave/PC™
Interactive System.

BOSE
Better sound through research.



Experience SOMETHING NEW In Music. And Take Advantage Of Our 12-Month Payment Plan.

The Bose® Wave/PC™ interactive system gives you easy access to the exciting new world of online music – and to the more conventional world of offline music, too. Web radio. MP3 files. Your own CDs. Regular broadcast radio. Move from one to another at the touch of a button – all with clear, rich, natural Bose sound.

See what the new Wave/PC system can do in your home for 30 days risk-free and receive free shipping (a \$15 value). But please order soon, because this free shipping offer is only available until June 30, 2001. You can also take advantage of our interest-free installment payment plan and make **12 monthly payments of just \$37.42***

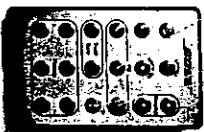
So call today, and discover what the Wave/PC system can do for your enjoyment of music. Your satisfaction is fully guaranteed. In fact, we're so confident of the performance that if you can bear to part with it, we'll even arrange to have your system picked up at our expense. No questions. No hassles. It's that simple.

To order or for more information, call **1-800-414-2073**.
Visit wavepc.bose.com/wpcm. Or visit a Bose Store near you.

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The Wave/PC interactive system includes software, audio unit and remote control. It's designed to be used with most current PCs. Minimum PC requirements: Windows 95, 133MHz or 200MHz processor (Pentium II or equivalent); 32MB RAM; 200MB free hard drive space; CD-ROM drive; Soundcard; available serial port; Internet connection.

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November 1, 2006

UNITED STATES PATENT AND TRADEMARK OFFICE
Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, VA 22313-1451

In re: Bose Corp. v. Goldwave Inc.
Trademark Trial and Appeal Board Proceeding No. 91165449

Dear Patent and Trademark Office:

Enclosed please find the original, signed deposition transcript and original exhibits for the deposition of Santiago Carvajal, taken 8/18/06 in the above-referenced matter. Thank you.

Sincerely,

Elisabeth Grover
Production Manager
LegalLink Boston – Merrill Legal Solutions

CC: Amy L. Brosius, Esq.
Fish & Richardson
225 Franklin Street
Suite 3200
Boston, MA 02110

Mylene Dao, Esq.
Flansberry Menard & Associates
506 Kent Street
Ottawa, Ontario
CANADA
K2P 2B9

**CERTIFIED ORIGINAL
LEGALINK BOSTON**

Volume: I

Pages: 1-69

Exhibits: 1-24

IN THE UNITED STATES PATENT AND
TRADEMARK OFFICE BEFORE THE TRADEMARK
TRIAL AND APPEAL BOARD

Opposition No. 91165449

BOSE CORPORATION,

Opposer

vs.

GOLDWAVE, INCORPORATED,

Applicant
----- x

DEPOSITION OF SANTIAGO CARVAJAL
Friday, August 18, 2006 - 9:21 a.m.

Bose Corporation
100 Mountain Road - The Mountain
Framingham, Massachusetts

Reporter: Maureen J. Manzi, CSR

1 APPEARANCES:

2 *** FISH & RICHARDSON, P.C.

3 (BY AMY L. BROSIUS, ESQ.)

4 225 Franklin Street

5 Boston, Massachusetts 02110

6 (617) 542-5070

7 Counsel for the Opposer

8

9 VIA TELEPHONE:

10 *** FLANSBERRY, MENARD & ASSOCIATES

11 (BY MYLENE DAO, ESQ.)

12 -and-

13 (BY RAYMOND A. FLANSBERRY, ESQ.)

14 506 Kent Street

15 Ottawa, Ontario, K2P 2B9, Canada

16 (613) 234-5280

17 Counsel for the Applicant

18

19

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1 I N D E X

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24	transcript.	

1 P R O C E E D I N G S

2 SANTIAGO CARVAJAL, having been
3 satisfactorily identified by the production of his
4 Massachusetts driver's license, and duly sworn by
5 the Notary Public, was examined and testified as
6 follows:

7 MS. DAO: We wish to stipulate, by the
8 way, the parties have agreed to have a conference
9 conducted by telephone.

10 MS. BROSIUS: That is true, correct. I
11 think what we'll do is once we're done with the
12 direct examination, perhaps take a short break, 10
13 or 15 minutes and reconvene depending on how long it
14 takes us to get through direct. Does that sound
15 good?

16 MR. FLANSBERRY: That's correct.

17 DIRECT EXAMINATION

18 BY MS. BROSIUS:

19 Q. I'd like to hand the court reporter an
20 exhibit which we'll have marked as Exhibit 1 which
21 is the Notice of Examination of Mr. Carvajal.

22 (Marked, Exhibit 1, Notice of
23 Examination of Witness.)

24 Q. Can you state your name and home address for

1 the record?

2 A. Yes. My name is Santiago Carvajal. My home
3 address is 103 Sudbury Road, Ashland, Massachusetts.

4 Q. And could you tell us a little bit about
5 your educational background?

6 A. Yes. I have an electrical engineering
7 degree from Worcester Polytechnic Institute, and I
8 got that in 1989. I also have a Master's in
9 Business Administration from Babson College which I
10 obtained in 1995.

11 Q. Could you tell us a little bit about your
12 employment history with Bose? When did you start
13 with the company?

14 A. Yes. I started with Bose Corporation right
15 after I graduated from my Master's. So that was
16 1995. And I've been with Bose Corporation since.
17 So I've been here for a little over 11 years.

18 Q. And what was your first position in 1995?

19 A. Associate Product Manager for Wave.

20 Q. For the Wave product category?

21 A. Yes.

22 Q. What were your responsibilities in that
23 area?

24 A. At the time we were launching the Wave

1 radio. So I had responsibilities for launching the
2 product and also doing different tests, market tests
3 for the product. For example, we only had the
4 product in white at the time and we wanted to
5 introduce it in black. So we wanted to do some
6 tests regarding whether or not that would generate
7 incremental sales or not. So things along marketing
8 tests, product launch activities, pricing and some
9 advertisement.

10 **Q. What was your next position after Associate**
11 **Product Manager for the Wave category?**

12 A. I became a product manager for Wave, and
13 then after Wave I moved on to do some work with
14 Life-Style Systems as well as loud speakers. And I
15 did some work with a 3-2-1 sound system, too, and
16 then I went back to Wave in I believe 2000.

17 **Q. And what was your position then when you**
18 **moved back to that category?**

19 A. I moved back as product manager again, and
20 then I became a senior product manager.

21 **Q. What are your current job responsibilities**
22 **with Bose?**

23 A. I am now the Category Business Manager for
24 Wave. So I am responsible for the Wave line of

1 products.

2 Q. Do you have familiarity with advertising for
3 the Wave products?

4 A. Yes, I do.

5 Q. And what about sales information as well, do
6 you regularly deal with sales information in your
7 job?

8 A. Yes, I do.

9 Q. I'd like to ask you a couple of questions
10 about the Acoustic Wave System. Are you familiar
11 with that product?

12 A. Yes, I am.

13 Q. How are you familiar with it?

14 A. Basically my product line consists of three
15 major products, and that's one of the three.
16 Actually the Acoustic Wave Music System was our
17 first, the first Wave product that we introduced.

18 Q. And what are the other two?

19 A. The Wave Music System and the Wave Radio.

20 Q. And so what is the Acoustic Wave Music
21 System?

22 A. The Acoustic Wave Music System is basically
23 a self-contained music system that is basically in
24 one box, and that provides high quality music

1 without the need of complicated setup, and it's also
2 transportable. So people can easily move it from
3 room to room or take it outside. It's about the
4 size of a briefcase, maybe a little bigger than
5 that. But it provides sound that people don't
6 normally expect from a system that small.

7 **Q. So it is freestanding, but is it adaptable**
8 **with other Bose products or systems?**

9 A. Yes.

10 **Q. And how is it?**

11 A. The system itself, you just plug in place.
12 So you basically connect it to the wall and it has
13 everything you need. It has a CD player. It has an
14 AM/FM tuner. It also has a connection for external
15 components. It also has -- we are introducing --
16 actually we're in the middle of introduction of a
17 new Acoustic Wave Music System that now provides
18 connection to our other products like Life-Style
19 Systems through what we call the Bose link port
20 which is a port that provides communication as well
21 as audio into the system.

22 **Q. Thank you. How long has the Acoustic Wave**
23 **-- when did the Acoustic Wave Music System first**
24 **come onto the market?**

1 A. 1984.

2 Q. Is it ever referred to as just the Wave?

3 A. Yeah. People refer to it as the Wave
4 machine, the Wave, Acoustic Wave. There's many,
5 many names. But I would say Wave is what people
6 know the most about the product. And the reason for
7 that is because the product contains technology
8 inside. It's called the Acoustic Wave Guide
9 Technology, and the technology is what makes the
10 product possible, the sound that I talked about
11 before. At Bose we like to make sure that people
12 understand that there's technology inside the
13 product. So we market the product under the product
14 name which is Wave Guide.

15 Q. I'd like to make this portion of the
16 deposition confidential.

17 * * * * *

18 DEPOSITION TESTIMONY CONFIDENTIAL

19 * * * * *

20 Q. Are you familiar with the number of units
21 sold of the Acoustic Wave Music System since it was
22 first introduced?

23 MS. DAO: Objection.

24 Q. Are you familiar?

1 A. Yes.

2 Q. And how are you familiar with the sales
3 information of that nature?

4 A. Because I manage the category. So I need to
5 know that information.

6 MS. DAO: I'm sorry. I'd just like to
7 enter, log an objection to that question. And I'm
8 also going to ask that you just slow down, pause
9 five seconds in between the question and answer so
10 that I can intervene.

11 MS. BROSIUS: Okay.

12 MS. DAO: Thanks.

13 MS. BROSIUS: We'll try to take it a
14 little slower then.

15 Q. So can you give me a conservative estimate
16 for the number of units sold in the Acoustic Wave
17 Music System since inception in 1984?

18 A. Yes. It's in excess of 560,000 units.

19 Q. Are you also familiar with the volume of
20 revenue that Bose has obtained from the Acoustic
21 Wave Music System product since inception?

22 A. Yes.

23 MS. DAO: Objection.

24 Q. And how are you familiar with that kind of

1 information?

2 A. Again because I manage the category. So I
3 need to have that information.

4 Q. What kind of documents reflect sales revenue
5 that you've seen?

6 A. Well, we have many. But our Finance
7 Department provides me constantly with information
8 about our sales. We have what we call the Road
9 Runner Reports which come out pretty much on a
10 weekly basis. So I keep track of those to
11 understand how we're doing in the market.

12 Q. So do you have a conservative estimate for
13 sales volume for the Acoustic Wave Music System also
14 since it was introduced?

15 A. In dollars?

16 Q. Yes, in dollars.

17 A. Yes. In excess of 610 million.

18 * * * * *

19 END OF CONFIDENTIAL TESTIMONY

20 * * * * *

21 Q. Who would you say would be the consumers of
22 the Acoustic Wave Music System?

23 MS. DAO: Objection.

24 A. The consumers for the Acoustic Wave Music

1 System, we consider that system to be for anyone who
2 loves music. We have owners that are older. We
3 have owners that are younger. If you want, I can
4 give you average age or things like that but --

5 **Q. Do you study demographics on your customers?**

6 A. Yes.

7 **Q. And you are familiar with demographic**
8 **reports and an analysis that Bose puts together?**

9 A. Very closely, yes.

10 **Q. How can consumers purchase the Acoustic Wave**
11 **Music System, how is it sold?**

12 A. We sell it primarily through our direct
13 consumer channels. And those include our website.
14 They include our toll-free number. So basically
15 people see an advertisement. So we do a lot of
16 advertisement of the Acoustic Wave Music System.
17 And people call an 800 number and order over the
18 phone. We also sell it through our factory direct
19 retail stores. We have over 100 of those.

20 **Q. These are Bose operated retail outlets?**

21 A. That's correct. We also sell some through
22 catalog like Crutchfield and that sort. And we also
23 have what we call the Premium Incentive Channels
24 which is when we sell to large companies who use

1 these products as ways to incentive their employees
2 when they do well, et cetera.

3 Q. I'd like to talk a little bit about the
4 press coverage for the Acoustic Wave Music System
5 now, and I'd like to hand the court reporter an
6 exhibit that will be marked Exhibit 2.

7 (Marked, Exhibit 2, Press Release.)

8 Q. Can you tell me what that document is?

9 A. This is the press release for the Acoustic
10 Wave Music System I believe. Yes.

11 MS. DAO: I'd like to object to the
12 entry of this document to the extent that document
13 was not produced prior to today.

14 MS. BROSIUS: And I'd just like to state
15 for the record that GoldWave did not request during
16 the discovery period any documents of Bose. Thank
17 you.

18 Q. And I'd like to hand the court reporter
19 another exhibit that I'd like mark as Bose Exhibit
20 3.

21 (Marked, Exhibit 3, Press Release.)

22 Q. Can you take a look at that, please, and
23 tell me what that document is?

24 A. Yes. This is a press release of the

1 Acoustic Wave Music System Series III which was
2 throughout the life-cycle of the product. We have
3 updated the product several times. For example,
4 when we introduced the product in 1984, there were
5 no CDs. So we had a tape deck on top.

6 **Q. What was the next iteration of the Acoustic**
7 **Wave?**

8 A. The Series II had a CD player on top. And
9 then the Series III we changed the user interphase
10 and we added a remote control. So this is the
11 introduction of that product.

12 **Q. Thank you. I'd like to hand the court**
13 **reporter an exhibit that I'd like marked as Exhibit**
14 **4, a group of documents that I'd like you to take a**
15 **look at and just briefly identify them for me.**

16 A. All of them are each one of them?

17 **Q. We can go through them.**

18 (Marked, Exhibit 4, press reviews of the
19 Acoustic Wave Music System.)

20 A. These are press reviews of the Acoustic Wave
21 Music System. This one is from Bay State Business
22 World November 1984. This one is The Chicago
23 Tribune from also 1984. This is from Metrowest
24 Manufacturing. And this one is also back from 1984.

1 This one is from the Consumer Electronics Show
2 Daily. Also coverage on the Acoustic Wave Music
3 System. This one is from the Boston Herald back
4 also from 1984 about the Acoustic Wave Music System.
5 This one is also another article about the Acoustic
6 Wave Music System and Bose and the technology in the
7 product. This is another article that appeared in
8 High Fidelity, also on the Acoustic Wave Music
9 System 1985. This one is from Popular Science back
10 from 1985, also on the Acoustic Wave Music System.
11 This one is from 1985 from the Atlantic. Also an
12 article about the Acoustic Wave Music System. This
13 one is an article by Rich Warren from, I think this
14 is The Chicago Tribune probably from April 1985.
15 This one is also a press review on the Philadelphia
16 Inquirer from 1999. And this one is an article that
17 appeared on Stereo Guide talking about also the
18 Acoustic Wave Music System.

19 **Q. Thank you. I'd like to talk to you a little**
20 **bit about advertising for the Acoustic Wave Music**
21 **System. How is it advertised by Bose?**

22 A. We advertise over many different venues. We
23 use -- print advertising is probably our biggest
24 area of advertising. So basically we buy one page

1 in a magazine. We do a lot of what we call volume
2 driver print advertising which is --

3 **Q. What is that?**

4 A. This is where we advertise where you have a
5 very, very large amount of people that read this
6 kind of publication. So things like U.S. Today,
7 Parade where the readership is very, very large. So
8 we advertise in these publications because we reach
9 a large amount of people in this way. We also do
10 some broadcast advertising. We do advertising over
11 the radio. And we advertise -- we do what we call
12 single sheet inserts where we -- it's advertising
13 that gets delivered to you in your mail.

14 **Q. Is that characterized as a direct mail**
15 **piece?**

16 A. No. Direct mail is different. Direct mail
17 is where you have a package that you send to a
18 targeted person that we have in our database.
19 Single sheet inserts go to large lists that we buy
20 or we obtain different ways.

21 **Q. Is it also advertised on the Bose website?**

22 A. Yes. We actually -- not only on the Bose
23 website but we also advertise on what we call an
24 affiliate website. Sometimes things like Amazon.com

1 or different MSN portholes, et cetera. We do some
2 advertising there, too.

3 Q. What about in catalogs, third-party
4 catalogs?

5 A. We do advertise in catalogs.

6 Q. What type of catalogs have you advertised
7 the Acoustic Wave Music System in?

8 A. Things like SkyMall. These are the ones
9 that you see on airplanes. And then as I mentioned
10 we sell through Crutchfield. Names escape me now.
11 But we deal with a lot of catalogs.

12 (Marked, Exhibit 5, document entitled
13 Inventor of the Year Awards.)

14 Q. I'd like to hand the court reporter an
15 exhibit marked Exhibit 5, and I'd just like to have
16 you take a look at that and identify that for me.

17 A. Yes. In 1987 Dr. Bose and Dr. Bill Short
18 were awarded the Inventor of the Year Award.

19 Q. What was that for?

20 A. For acoustic Wave Guide Technology which is
21 the technology that is found inside the Acoustic
22 Wave Music System. This was in 1987.

23 Q. Thank you.

24 (Marked, Exhibit 6, Wave brochure ad

1 full product line catalog.)

2 Q. I'd like to hand the court reporter an
3 exhibit marked Exhibit 6. It's actually two
4 documents together. Can you identify those
5 documents for me, please?

6 A. This is our Wave brochure where we have
7 information about the Acoustic Wave Music System and
8 the Bose Wave Radio. And this is our full product
9 line catalog. And I can see this is the cover of
10 the full line product catalog, and these are the
11 pages that specifically refer to the Acoustic Wave
12 Music System inside the catalog.

13 Q. So these are catalogs produced by Bose?

14 A. That is correct.

15 Q. How are they distributed?

16 A. We use many venues for these. A lot of
17 times when a customer calls our 800 number and they
18 want to know about our products, we send them one of
19 these. And we used to put them in boxes of some
20 products because we know that when a person owns a
21 Bose product, they are very lucky to own another
22 one. So this tells them what other products we
23 offer. We've also -- when we go to trade shows, we
24 usually have these so whether it's dealers or

1 end-users can take information about the
2 corporation. So there's many, many different ways
3 that we distribute these.

4 **Q. What kind of trade shows does Bose attend**
5 **for the Acoustic Wave Music System?**

6 A. We go to the customer electronic show in Las
7 Vegas in January. I believe that's the largest
8 electric show in the world. And we've used -- we've
9 gone to other to other trade shows depending on the
10 timing, et cetera. We go to trade shows
11 internationally. IEFA which is the European
12 customer electronic show in Germany.

13 **Q. Have you attended those shows in the past?**

14 A. Yes.

15 **Q. Great. Thank you.**

16 (Marked, Exhibit 7, direct mail
17 documents.)

18 **Q. I'd like to hand the court reporter an**
19 **exhibit marked Exhibit 7. I'd like to have you look**
20 **at this group of documents marked Exhibit 7 and tell**
21 **me if you can identify them briefly.**

22 A. Yes. This is a direct mail piece where we
23 offer the Acoustic Wave Music System.

24 **Q. Is this an example of the kind of**

1 **advertising piece that would get mailed to your**
2 **targeted consumers that you mentioned?**

3 A. Correct. It's information about the
4 product. It's a letter from the director of our
5 consumer division. These ones I believe are
6 examples of -- this is I believe also a direct mail
7 piece for the Acoustic Wave Music System. This is
8 another direct mail piece for the Acoustic Wave
9 Music System. These ones are examples of print
10 advertising we've done for the Acoustic Wave Music
11 System. These are also examples of print
12 advertisements for the Acoustic Wave Music System.
13 Some are full page, some are third page. This is an
14 example of another direct mail piece for the
15 Acoustic Wave Music System. This is another -- this
16 is a print advertisement for the Acoustic Wave Music
17 System. This is a direct mail piece that actually
18 offers our full line of Wave products, the Acoustic
19 Wave Music System, the Bose Wave Radio/CD and the
20 Bose Wave Radio. This is our product catalog. And
21 we use these a lot during the holiday selling season
22 where we actually offer the full line of Bose
23 products. These actually covers the Acoustic Wave
24 Music System, the Wave Radio/CD, our quiet comfort

1 headsets, as well as our Life-Style Systems and our
2 normal headset system. This is an example of print
3 advertising for the Acoustic Wave Music System and
4 the Wave Radio/CD. Another example of our print
5 advertisement for the Acoustic Wave Music System.
6 This one appeared in the New York Times Magazine in
7 2002. The this is another example of a print
8 advertising for the Acoustic Wave Music System,
9 several examples of them. This is when we used to
10 do advertising of the combination of all our Wave
11 products in single ads.

12 **Q. Would some of these advertisements ever**
13 **appear in newspapers?**

14 A. Yes. As I mentioned to you, we use a
15 variety of different media. Some of these appear in
16 magazines like the ones I just showed you. Some of
17 them appear in major newspapers like The Boston
18 Globe, U.S. Today. Some of them appear in magazine,
19 volume driver magazines like Parade. Some of them
20 appear in audio specialized magazines like Sound &
21 Vision. So we advertise over a wide variety of
22 publications, and that is again to reach different
23 people.

24 This is an example of our direct mail

1 piece again for our full line of Wave products.
2 This is when we were offering the multi-media
3 pedestal which was a product that let the Acoustic
4 Wave Music System be connected to multiple devices.

5 **Q. What kind of devices?**

6 A. We suggest -- a lot of people are -- we know
7 that the most popular thing that people connect to
8 our Acoustic Wave Music System is the television.
9 So that people that want to get better sound from
10 their television, they connect it to their Acoustic
11 Wave, and some people connect MP3 players. And we
12 know people that even connect computers to the
13 Acoustic Wave Music System to get better sound from
14 the computer.

15 **Q. Would this be for people who store MP3 files**
16 **or other audio files on their computer?**

17 A. Yes. Actually this pedestal, the
18 multi-media pedestal because very, very popular for
19 us.

20 **Q. When was that introduced?**

21 A. That one was probably in late '90s, 1999 or
22 something like that. We had it in the market for a
23 few years until we introduced the CD changer. And
24 the CD changer that connects to the Acoustic Wave

1 Music System now replaces the functionality that
2 this one offered. It also offers --

3 **Q. Connectivity?**

4 A. Connectivity, correct.

5 **Q. Thank you.**

6 A. This one is also a direct mail piece. It
7 talks about the Acoustic Wave Music System and the
8 multi-media pedestal. And this one is also another
9 direct mail piece on the Acoustic Wave Music System.
10 Actually this one now offers -- this one offers the
11 CD changer which is what replaced the multi-media
12 pedestal which is what you saw there.

13 **Q. Thank you. I'd like to hand the court**
14 **reporter an exhibit that I'd like marked Bose**
15 **Exhibit 8. I'll like to hand that to you and ask**
16 **you to identify that document for me, please.**

17 (Marked, Exhibit 8, printout of Bose Web
18 page of Acoustic Wave Music System.)

19 A. Yes. This is a printout of the Web page
20 that we have in Bose.com where we offer the Acoustic
21 Wave Music System. So it has information about the
22 product as well as all the links where you can go to
23 either purchase the product or get more information
24 about the accessories or get more information about

1 the product or the technology.

2 Q. Thank you. I'd like to hand the court
3 reporter a group of exhibits that I'd like marked
4 Bose Exhibit 9.

5 (Marked, Exhibit 9, SkyMall catalog.)

6 Q. Can you just briefly identify those
7 documents for me, please.

8 A. Yes. This is, as I mentioned earlier this
9 is -- we offer our products through different
10 catalogs. This is SkyMall which is the in-flight
11 catalog where people can look at different things
12 when they're on flight.

13 Q. What product is advertised in there?

14 A. Both the Acoustic Wave Music System and the
15 Wave Radio. The Acoustic Wave Music System here is
16 featured with the power case which is also a popular
17 accessory that people can use to transport the
18 system outside.

19 Q. What else does it do?

20 A. It also offers the capability of plugging it
21 into a 12 volt input so you can take it on a boat or
22 a tailgate party. And also a microphone in which
23 the product is also -- a lot of people use this as a
24 PA, personal amplification system. So if they're

1 doing an auction or something like that, it's a very
2 simple system where you can take it and use it to
3 amplify your voice.

4 **Q. I have to say I never knew it could do that.**

5 **Thank you.**

6 A. It does everything. This is Delta Airlines'
7 catalog also. And both the Wave Radio and the
8 Acoustic Wave Music System are featured in this
9 catalog Spring 1994. This is a USAir catalog, and
10 the Wave Radio is featured in this catalog. This is
11 Brookstone which is another example of a catalog
12 that we use to sell our product. And this one
13 offers the Acoustic Wave Music System and the Wave
14 Radio and our Life-Style 20 and 25 systems. This is
15 Frontgate which is another catalog we use. And this
16 one offers our Wave Radio, our Acoustic Wave Music
17 System with the multi-media pedestal I talked about
18 before, our 151 Environmental Speakers and our
19 Life-Style Systems, too. And this one is Alsto's
20 catalog. And this one offers the Acoustic Wave
21 Music System.

22 **Q. Is that a nationwide publication to your**
23 **understanding?**

24 A. Sorry?

1 **Q. Is that a nationwide publication to your**
2 **understanding?**

3 A. You know, to be honest with you, I don't
4 know. I'm not very familiar with Alsto's.

5 **Q. Thank you.**

6 A. Frontgate, Brookstone and those others are
7 nationwide.

8 **Q. I'd like to hand the court reporter a group**
9 **of exhibits that I'd like to be marked Bose Exhibit**
10 **10.**

11 (Marked, Exhibit 10, group of print
12 advertisements.)

13 **Q. I'd like to hand these to you and just have**
14 **you briefly identify what those are and what they**
15 **advertise.**

16 A. So the first one is a print advertisement
17 that we did on Parade Magazine. And this is one is
18 on the full line of Wave products, the Wave
19 Radio/CD, the Acoustic Wave Music System and the
20 Wave Radio on Parade. That's a national
21 publication, too. As I mentioned that's what we
22 call volume drivers. They reach out millions of
23 people.

24 **Q. Thank you.**

1 A. USA Weekend advertisement on the Acoustic
2 Wave Music System. This is another Parade
3 advertisement on the full line of Wave products,
4 Wave Radio/CD, Acoustic Wave Music System. USA
5 Weekend, another print advertisement on the full
6 line of Wave products. Another advertisement on
7 Parade Magazine. And this one is from October of
8 2003 on the Acoustic Wave Music System. This is a
9 direct mail piece offering our full line of Wave
10 products. This is our version -- this is an
11 Acoustic Wave Music System advertisement, print
12 advertisement that appeared on USA Weekend in 2004,
13 May of 2004.

14 **Q. Thank you.**

15 A. This is another Parade advertisement that
16 appeared on May 16th of 2004. And this one is on
17 the Acoustic Wave Music System and the CD changer.

18 **Q. Thank you.**

19 A. This one is another USA Weekend from
20 February of 2004, and it also has a print
21 advertisement on the Acoustic Wave Music System.
22 This one is another USA Weekend from June of 2004 on
23 the Acoustic Wave Music System and the CD changer,
24 another print advertisement. Most of these are full

1 page ads. This one is another Parade advertisement
2 of the Acoustic Wave Music System with the CD
3 changer from August of 2004.

4 **Q. Thank you. I'd like to talk to you a little**
5 **bit about the Wave products now. Are you familiar**
6 **with the Wave Radio CD?**

7 A. Yes, I am.

8 **Q. And what is that product?**

9 A. The Wave Radio CD, it's a product that we
10 introduced back in 1999 and it's basically a much
11 smaller version of the Acoustic Wave Music System
12 that was designed more for smaller rooms, things
13 like bedrooms, maybe kitchens where you maybe have
14 trouble fitting the large product. It also is based
15 on the same Wave Guide Technology but it's basically
16 a different configuration of the technology. So we
17 can get into a much, much smaller size.

18 **Q. So when was it first introduced?**

19 A. The product was introduced in 1999.

20 **Q. And what was the functionality of that**
21 **product when it was first introduced?**

22 A. It also had a --

23 **Q. Did you say 199 --**

24 A. The Wave Radio CD is 1999. The Wave Radio

1 was 1993.

2 **Q. Let's start with the Wave Radio then. That**
3 **was the first --**

4 A. The Wave Radio was the first iteration of
5 the smaller size products, yes.

6 **Q. And what did that product do?**

7 A. That one, actually that one did not have a
8 CD player. So that one was a radio and also an
9 alarm clock. And so the idea was to bring high
10 quality sound to bedrooms where high quality sound
11 did not exist before because sound systems were too
12 big. So we took the same technology that existed in
13 the Acoustic Wave Music System, put it into a much
14 smaller size product.

15 **Q. And then you said the next iteration was a**
16 **CD version?**

17 A. Correct. And that one, the Wave Radio CD,
18 that was introduced in 1999, and that had a CD.
19 Basically very similar to the Wave Radio. So it has
20 the alarm functionality but it added a CD player.

21 **Q. And how are you familiar with that product?**

22 A. With the Wave Radio?

23 **Q. Yes.**

24 A. As I mentioned, when I joined Bose

1 Corporation back in '95, we were in the middle of
2 launching the product and getting it, basically to
3 get recognized all around the country and the world.

4 Q. I'd like to make the next portion
5 confidential.

6 * * * * *

7 DEPOSITION TESTIMONY CONFIDENTIAL

8 * * * * *

9 Q. Are you familiar with the units of Wave
10 Radio and Wave Radio CDs sold since they were
11 introduced?

12 A. Yes, I am.

13 Q. And what about volume of sales revenue for
14 those products as well. Is that something you had
15 access to in your position as product manager?

16 A. Yes.

17 Q. Can you give me a conservative estimate for
18 the number of units sold of those products since
19 they were introduced?

20 A. Yes. We have sold in excess of 3 million
21 units.

22 Q. And what kind of sales does that translate
23 into?

24 A. In excess of \$1.5 billion.

1 **Q. 1.5 billion?**

2 A. Yes.

3 * * * * *

4 END OF CONFIDENTIAL TESTIMONY

5 * * * * *

6 **Q. What kind of consumers are targeted for the**
7 **Wave Radio and/or the Wave Radio/CD products?**

8 A. Not very different than what we targeted
9 with the Acoustic Wave Music System. The difference
10 is the price of the system is very different. The
11 Acoustic Wave Music System sells for 1079, and the
12 Wave Radio/CD sells for 499. So it's about half the
13 price.

14 **Q. That's current pricing?**

15 A. That's current pricing; that's correct. And
16 so we believe that we were able to reach many more
17 people that could afford the product at that price
18 point. So I think in general -- again, anybody that
19 loves music, the nice thing about the Wave Radio/CD
20 is that it made it more affordable for them to
21 obtain quality sound.

22 **Q. And how do consumers, how are they able to**
23 **purchase the Wave Radio and Wave Radio/CD?**

24 A. We use the exact same channels of trade as

1 the Acoustic Wave Music System. So again our
2 website, our phones through the 800 number, our
3 factory direct retail stores and catalogs, our
4 premium incentive channel. We do sell
5 internationally through stores that sell only Bose
6 products but they're not necessarily operated by
7 Bose. They may be operated by somebody else.

8 Q. I'd like to hand the court reporter an
9 exhibit that I'd like mark Bose Exhibit 11. I'd
10 like to hand that to you and have you identify that
11 if you can.

12 (Marked, Exhibit 11, News Release.)

13 A. This is the press release for the launch of
14 the Wave Radio.

15 Q. I'd like to hand the court reporter a
16 document that I'd like to have marked as Bose
17 Exhibit 12 and have you identify that if you can.

18 (Marked, Exhibit 12, News Release.)

19 A. This is also a News Release for the launch
20 of the Wave Radio.

21 Q. Thank you. Has the Bose Wave Radio/CD
22 received press coverage?

23 A. Yes, a lot.

24 Q. I'd like to hand the court reporter an

1 exhibit to be marked Bose Exhibit 13, it's a group
2 of documents I'd like to have you look at and
3 identify if you can.

4 (Marked, Exhibit 13, Wave articles.)

5 A. One of the reasons we receive a lot of press
6 coverage is because it is very difficult to go based
7 on quality through an advertisement, through a print
8 advertisement. So by using press, there's
9 credibility behind the sound quality that we say
10 that the products are. So what we do is we invite
11 press here or New York if anyone would the event.
12 And we give them a demonstration on the product and
13 that way they can say, you know, this product sounds
14 great and everything and then we can use that to add
15 credibility to our advertisement.

16 Q. Have you participated in those types of
17 press events?

18 A. Many times. Next week I'm going to one.
19 This is an article covering the Wave Radio that
20 appeared on the Radio Waves in 1993 September. This
21 is an article on the Wave Radio CD that appeared on
22 Home Electronics in November 1999. This is an
23 article about the Wave Radio that appeared on the
24 San Francisco Chronicle by Harry Somerfield. This

1 is an article on the Wave Radio that appeared --
2 written by Rich Warren, appeared in The Chicago
3 Tribune. This one is an article by Dennis Barker
4 talking about the Wave Radio/CD which appeared in
5 December 1999 in the Audio/Video International.
6 This one is from the San Francisco Chronicle dated
7 December of 1999 on the Wave Radio CD. This one is
8 an article on the Wave Radio/CD that appeared by
9 Senora Clark, appeared on a magazine called We're
10 Boston September of 2000. This is an article
11 comparing the Bose, talking about the Bose Wave
12 Radio and about the Zenith challenge. That's what
13 Zenith tried to copy, the Wave Radio. This one is
14 an article about the Wave Radio that appeared in the
15 Billings Gazette in August 10th of 1999. This one
16 is a short article about the Wave Radio that
17 appeared on the Detroit News in December of 1999.
18 And this is, I believe this is a transcript of Car
19 Talk which is a show that appears on NPR, National
20 Public Radio.

21 **Q. Has it been identified and/or advertised on**
22 **radio before?**

23 A. Yes. This is different. This is not an
24 advertising. This is when the guys are actually

1 talking about the Wave. A lot of the times we get
2 coverage even if we don't pay for it just because
3 the products are so popular that a lot of people own
4 them and they talk about them.

5 **Q. This again was from which what show?**

6 A. This is from Car Talk, and this is from
7 2000.

8 **Q. Thank you.**

9 A. This one is also another transcript from
10 Good Morning Show and WBEN in Buffalo, New York.
11 And they also talk about the Bose Wave Radio.

12 **Q. I'd like to hand the court reporter an**
13 **exhibit to be marked Bose Exhibit 14. It's two**
14 **documents I'd like to have you look at and identify,**
15 **please.**

16 (Marked, Exhibit 14, package of
17 documents.)

18 A. Okay. The first one, these are examples of
19 -- this one right here is actually a letter from a
20 customer written to Paul Harvey. We advertise our
21 Wave products through Paul Harvey quite a bit. Hes
22 a big believer in our Wave Music Systems.

23 **Q. Who is he?**

24 A. Paul Harvey is a very popular radio

1 personality who has a lot of credibility with a lot
2 of people in the United States, and he owns a Wave
3 product. He's very -- he likes his products a lot.
4 When we launch a new product, we usually go to him.
5 I'm going to visit him in a week to give him a
6 demonstration of our products, and we usually
7 advertise through his shows. He's syndicated
8 nationally, different radio. This is another letter
9 from a customer. The customer satisfaction rate of
10 our Wave products is the highest at Bose
11 Corporation. We have over 94% top-notch
12 satisfaction which means people just love our
13 products. So these are letters of customers talking
14 about how much they enjoy our products.

15 **Q. Is this a publication that Bose put out**
16 **showing these --**

17 A. We've done it before. In some of our other
18 mailings we've used our customer letters just to
19 tell people, you know, other people believe in our
20 products, shouldn't you, things like that. This
21 first one is Smart Money is an article on the Wave
22 Radio. And then these other are letters. This does
23 look like actually a direct mail piece where we
24 actually talk about what our owners are saying. We

1 include letters from customers. These are warranty
2 cards. This is what customers write on the warranty
3 cards. Everybody basically says they love the sound
4 or they can't believe how they sound.

5 **Q. And the second document.**

6 A. This is what the press is saying. So these
7 are press articles about the Wave Radio. So these
8 are customers and these are press. The second one,
9 this is a product catalog where we talk about the
10 Wave Radio.

11 **Q. That's put out by Bose?**

12 A. Yes.

13 **Q. So I'd like to talk a little bit about**
14 **advertising again for the Wave, specifically for the**
15 **Wave Radio, Wave Radio/CD products. How is this**
16 **product advertised? Is that --**

17 A. Very similar to the way we advertise the
18 Acoustic Wave Music System. The biggest different
19 is that because the volume of sales of this product
20 is so much higher because of the price point, we do
21 considerably more advertising on the Wave Radio and
22 Wave CD than we do on the Acoustic Wave Music
23 System.

24 **Q. So do you do direct mail pieces for Wave**

1 **Radio as well?**

2 A. We do direct mail. We do print advertising.
3 We do broadcast advertising, catalog advertising.

4 **Q. It appears in your website?**

5 A. It appears in our website. We wrap buses
6 with the Wave Radio. And subways we -- we have
7 actually, the Wave Radio we actually have done a lot
8 of television advertising, too.

9 **Q. I'd like to hand the court reporter an**
10 **exhibit to be marked Bose Exhibit 15. It's a group**
11 **of documents.**

12 (Marked, Exhibit 15, package of
13 documents.)

14 **Q. I'd just like to have you look through those**
15 **and tell us very briefly what they reflect.**

16 A. Most of these are print advertising on the
17 Wave Radio. Most of these are full page
18 advertisement. You can see it replaces our
19 stackable stereo equipment.

20 **Q. So what magazines would such advertisements**
21 **appear in or newspapers?**

22 A. Many. As I mentioned before, News Weeks,
23 Parade. We have done advertising in Sports
24 Illustrated. We have done advertising in magazines.

1 Again, we try to reach as many people as we can. So
2 we try to use national publications. In some cases
3 we use local publications if we're doing something
4 specific on the market. But all of these are full
5 page print advertisements of the Wave Radio. These
6 are -- this is our direct mail piece on the Wave
7 Radio/CD. This is another direct mail piece on the
8 Wave Radio/CD, again using press and other things of
9 credibility of the pieces. This is another direct
10 mail piece on the Wave Radio/CD. These are an
11 example of print advertisements on both the Acoustic
12 Wave Music System, the Wave Radio/CD. Again in some
13 cases we do advertisement on both products in the
14 same ad. This one is actually on the Wave CD.

15 **Q. Thank you.**

16 A. This one is another direct mail piece on the
17 Wave Radio/CD. And these are all examples of print
18 advertisements that appear again on different
19 newspapers and magazines on the Wave Radio/CD. This
20 is a direct mail piece on the Wave Radio/CD, print
21 advertisement on the Wave Radio/CD. This is a
22 Parade ad on the Wave Radio/CD.

23 **Q. Thank you.**

24 A. This last piece is another direct mail piece

1 for the Wave Radio/CD.

2 Q. Great. Thank you. Are you familiar with
3 the amount of advertisement Bose has expended for
4 the Acoustic Wave Music System and the Wave
5 products?

6 A. Yes.

7 Q. I'd like to make this portion confidential.

8 * * * * *

9 DEPOSITION TESTIMONY CONFIDENTIAL

10 * * * * *

11 Q. Can you give us a conservative estimate how
12 much advertisement has been expended for those
13 product groups?

14 A. Yes. It's in excess of \$360 million.

15 Q. Combined for all of those three Wave
16 products?

17 A. Yes.

18 * * * * *

19 END OF CONFIDENTIAL TESTIMONY

20 * * * * *

21 Q. And I'd just like to talk to you now about
22 the Wave Music System. Are you familiar with that
23 product?

24 A. Very.

1 **Q. What is that?**

2 A. I worked on that personally.

3 **Q. How did you work on that?**

4 A. I was the person who had to write the
5 definition for the product. I worked closely with
6 Dr. Bose in defining it, and worked with the
7 engineering team, the whole thing. I did the launch
8 press, the launch for the press for that product.
9 That was before being a category district manager.
10 I was the product manager for that product.

11 **Q. What does it do?**

12 A. That product is what replaced our Wave
13 Radio/CD. The Wave Radio/CD became quickly, became
14 the most popular product for Bose Corporation. The
15 Wave Music System, what we tried to do with the Wave
16 Music System is bring the performance of the Wave
17 Radio/CD to a new level. So we re-engineered it.

18 **Q. What kind of changes?**

19 A. We changed it completely. When a consumer
20 receives -- we did change the design of the product.
21 We kept the same lines of the product because the
22 product is so popular that we didn't want to -- if
23 we completely changed it, then we would lose all of
24 the equity we had built for years of advertising.

1 So we kept the same feel look. I would say similar
2 to what Volkswagen with the Bug. You know, when
3 they re-introduced it, you could tell it was a Bug
4 but it was very different. So we did that.

5 **Q. And as far as functionality, how did that**
6 **change?**

7 A. It changed quite a bit. We added MP3 CD
8 playback so that customers could burn MP3 CDs and
9 play them through the Wave Music System. We added a
10 Bose link port which is a way for customers to
11 connect the Wave Music System to our Life-Style
12 Systems. And we removed the battery. The Wave
13 Radio/CD used to have a battery in there so if you
14 lost power, if you unplugged the product, you
15 wouldn't lose time or you wouldn't -- it would wake
16 you up the next day. We replaced that by an
17 automatic charging circuit so that customers don't
18 have to worry about a battery. We changed the
19 display so that it now, it provides text. The nice
20 thing about having text is if you play MP3 CDs, a
21 lot of that have information about the songs, like
22 the artist's name, the song name, the album name and
23 we display that on the display.

24 **Q. So it's very enhanced in a digital arena?**

1 A. Yes. Actually the product, the Wave
2 Radio/CD had what we call analog signal processing.
3 So basically all the signal processing for the audio
4 was done in the analog domain. That means
5 resistors, capacitors. The Wave Music System went
6 to an entirely new platform which is all digital.
7 Everything is done in the digital domain. So the
8 equalization, the sound processing, everything is in
9 done in its software instructions as opposed to
10 physical components.

11 **Q. Can you still have digital music on it or**
12 **can you play --**

13 A. You can play MP3 CDs. It does not have
14 digital storage capability in the system.

15 **Q. Do other Bose products have digital storage**
16 **capability?**

17 A. Yes. Our Life-Style Systems do.

18 **Q. When was this product launched?**

19 A. The Wave Music System was launched in 2004
20 in August. So that replaced the Wave Radio/CD.

21 **Q. Great.**

22 A. The Wave Music System, also the development
23 of the Wave Music System also developed a new
24 platform for the Wave Radio. The Wave Radio has

1 also changed.

2 Q. So Bose stills sells the Bose Wave Radio?

3 A. Correct, but we call it the Wave Radio II.
4 The difference is that this one had the better sound
5 and all the new features that I talked about. The
6 Wave Radio, the only difference is that the Wave
7 Radio does not play CDs.

8 Q. I'd like to hand the court reporter an
9 exhibit to be marked Bose Exhibit No. 16, if you can
10 just tell me hat that is.

11 (Marked, Exhibit 16, printout of Bose
12 Web page of Wave Radio II.)

13 A. This is a printout of the website of the
14 Wave Radio II that appears in wwwBose.com. And
15 again it shows the information about the product and
16 the key features and the technology.

17 Q. I'd like to hand the court reporter an
18 exhibit to be marked Bose Exhibit 17.

19 (Marked, Exhibit 17, print advertisings
20 of Wave/CD.)

21 Q. Can you identify those for me, please?

22 A. Yeah. These are print advertisings of the
23 Wave Radio/CD that appeared on Parade in May of 2002
24 and October of 2001.

1 Q. And I'd like to hand the court reporter an
2 exhibit to be marked Bose Exhibit 18. It's two
3 documents. Could you identify those for me, please?

4 (Marked, Exhibit 18 , Frontgate catalog
5 and Mercedes-Benz catalog.)

6 A. The first one is a Frontgate catalog, and
7 that features the Wave Radio and the Acoustic Wave
8 Music System as well as our 151s and Life-Style
9 Systems. And this is a Mercedes-Benz catalog. This
10 is a Limited Edition of the Wave Radio we did a few
11 years back that was specific for Mercedes. It had a
12 different color and the Mercedes logo on top. And
13 we sold that through the Mercedes-Benz catalog.

14 Q. Thank you. I'd like to hand the court
15 reporter an exhibit to be marked Bose Exhibit 19.
16 It's a few documents together but I'd like you to
17 look at it and identify it, please.

18 (Marked, Exhibit 19, press coverage.)

19 A. These are examples of press coverage that we
20 got on the Wave Music System. This one is from the
21 Indianapolis Star.

22 Q. When is that?

23 A. This one is dated August of 2004 which is
24 when we introduced the Wave Music System. It got a

1 very high rating from this magazine. This one is
2 another example of press coverage of the Wave Music
3 System from the Metrowest Daily News dated August
4 2004. This is another review by Leslie Shapiro of
5 the Wave Music System dated December 2004.

6 Q. Thank you. I'd like to hand the court
7 reporter an exhibit to be marked Bose Exhibit 20 and
8 have you identify that for me, please.

9 (Marked, Exhibit 20, printout of Bose
10 Web page of Wave Music System.)

11 A. This one is another printout of our
12 information. This one is on the Wave Music System.
13 This is the Web page that talks about the Wave Music
14 System that's in Bose.com. It has information about
15 the product and all the technologies included in the
16 product.

17 Q. Thank you. I'd like to have the court
18 reporter mark as Exhibit 21 a small group of
19 documents and have you identify those for me,
20 please.

21 (Marked, Exhibit 21, print
22 advertisements of the Wave Music System.)

23 A. These are print advertisements of the Wave
24 Music System. This one appeared in Parade on

1 September of 2004. This one appeared in USA Weekend
2 also in September 2004. This is another Parade
3 advertisement full page on the Wave Music System.
4 This talks about -- this is the Evolution of a
5 Revolution. We believed that we revolutioned audio
6 systems with the Wave Music System and that is
7 taking it that step further. This one is also from
8 Parade March of 2005. And this is a full page
9 advertisement on Guideposts from May 2005 on the
10 Wave Music System.

11 **Q. Thank you. Lastly, I'd just like to talk to**
12 **you about the Wave/PC product. Are you familiar**
13 **with that product?**

14 A. Yes, very familiar with it.

15 **Q. What is that?**

16 A. The Wave/PC was a product that we introduced
17 back in 2001 which the idea with the Wave/PC was to
18 take high quality sound, the high quality sound that
19 the Wave Radio produced and put it at the fingertips
20 of people who were much more computer oriented. And
21 because of the fact that the computer is becoming a
22 much more popular source of audio, we felt that it
23 would be a good idea for us to produce a product
24 that could easily connect to a computer and make

1 access of the music that you may have stored in your
2 computer or access to Internet radio much easier,
3 and we felt that --

4 **Q. How was it structured? How was it --**

5 A. So basically it was a Wave Radio. And the
6 difference is that we took the Wave Radio and we
7 added a port so that it could communicate with the
8 computer. So this product would include the radio,
9 it would include a cable to connect to the computer,
10 and it would also include a software that the
11 consumer would install in their PC, and that
12 software would let them do many things like it can
13 list all the things that it do. Basically you can
14 take your CDs so it could make digital copies of
15 your CDs in your computer in MP3 format or Wave. It
16 accesses that music. Once you record it on your CD,
17 you can access that music very easily. It let you
18 listen to Internet radio that came from all over the
19 world. It also let you listen to regular CDs using
20 your PC CD-ROM. And it also combined radio, AM/FM
21 radio because we had a tuner built into the Wave
22 Radio. So we basically put everything together in a
23 simple easy-to-use package for consumers. We use
24 the computer for many things. We use the computer

1 not only for copying the CDs into the hard drive of
2 end-users to access the Internet for Internet radio
3 stations, but also to be able to get information
4 about even AM and FM. So that, for example, the
5 call letters on the radio station that you -- all
6 you had to do was type your zip code and it gave you
7 all the listing of the radio stations you had in
8 your area and things like that. .

9 Q. Great. I'd like to hand to the court
10 reporter an exhibit to be marked Bose Exhibit 22 and
11 have you identify that for me.

12 (Marked, Exhibit 22, press release on
13 the Wave/PC System.)

14 A. This is the press release on the Wave/PC
15 system.

16 Q. When did the Wave/PC, when was that
17 introduced?

18 A. We introduced this I believe in 2001. Yeah,
19 2001.

20 Q. Could you read the highlighted text on that
21 first page of the press release?

22 A. "From MP3 to the BBC. Any computer owner
23 familiar with Windows operating systems can use the
24 Wave/PC system to listen to AM/FM and Internet radio

1 stations, play and record CDs into the PC's hard
2 disk, organize and play music downloaded from the
3 Internet, and create personal music lists. The
4 Wave/PC software can sort the music by type,
5 composer, artist, album or track. You can quick
6 search your entire music collection by keyword.
7 Create your own playlists. Even assign playlists,
8 music types, or artists to presets for instant
9 access via the remote control."

10 Q. So is it fair to say that the Wave/PC
11 software allows a user to edit their audio files,
12 for example, by sorting, you know, creating
13 playlists or sorting the files that they have stored
14 on the computer?

15 A. Yeah. The users can take their music
16 collections and they can organize them in different
17 ways so that they can easily access them at a later
18 time.

19 Q. And I'd like to hand the court reporter an
20 exhibit to be marked Bose Exhibit 23. I'd like to
21 have you identify that for me.

22 (Marked, Exhibit 23, The Wave/PC
23 Interactive System Owner's Guide.)

24 A. This is The Wave/PC Interactive System

1 Owner's Guide. And basically this is what a
2 customer would get when they purchase the Wave/PC
3 system to help them with the use of the system.

4 **Q. Could you just read the highlighted text**
5 **there on that page?**

6 A. Page 21. "Editing CD track titles. The CD
7 track titles listed in the music finder window are
8 from downloaded CDDB data. You can edit a CD track
9 title by right-clicking the track title and
10 selecting Edit Entry."

11 "Editing a Station. In AM/FM mode,
12 select a station finder and click the Edit Station
13 button. The Edit Radio Station dialog window
14 (Figure 35) opens in which you can change station
15 information. Alternatively, you can edit station
16 information in the station finder window. Select a
17 radio station in the finder and right-click on any
18 field and select Edit Entry."

19 **Q. Thank you. So this is a document that would**
20 **have come packaged with the Wave/PC system?**

21 A. That's correct.

22 **Q. And can I ask you a question about the**
23 **software. You said it was, that was a freestanding**
24 **disk that was packaged with the Wave/PC module?**

1 A. Correct. So it basically came in a box.
2 You had the Wave Radio, the cable that connected to
3 the serial port on the computer. We also had a USB
4 adapter so that customers could use USB if they
5 preferred. And the software was basically a CD-ROM
6 disk that the customer would install on their PCs.

7 **Q. Was it that software that would allow them**
8 **to maintain their music collections in this manner**
9 **and organize them as you described?**

10 A. That's correct.

11 **Q. I'd like to hand the court reporter an**
12 **exhibit to be marked Bose Exhibit 24. It's a group**
13 **of documents that I'd just like to have you look at**
14 **and briefly identify for me.**

15 (Marked, Exhibit 24, press reviews on
16 the Wave/PC.)

17 A. These are press reviews on the Wave/PC.

18 **Q. Could you read that highlighted text for me.**
19 **Thank you.**

20 A. Yes. This came from the Metrowest Daily
21 News from Thursday 2001. Thursday, April 26.
22 Sorry. And the article is titled Bose's new Wave/PC
23 interactive audio system may be music to the ears to
24 personal computer users. And the text reads, "The

1 Wave/PC Interactive Audio System unveiled yesterday
2 at Bose corporate headquarters, combines streamlined
3 control-panel software with a desktop speaker unit
4 based on the company's well known Wave Radio." This
5 one is on Metrowest -- this is a continuation of
6 that article. Sorry. This one appeared in the
7 Oregonian.

8 **Q. This is press coverage for the Wave PC?**

9 A. That's correct. The article was called the
10 Next Wave in computer audio. Bose introduces a new
11 system that makes sweet music using online and CD
12 sources written by Wayne Thompson. This is text
13 within the article. "Using a Windows operating
14 system, the new Bose Wave/PC system lets you access
15 and listen to Internet radio stations and local
16 AM/FM broadcasts. With it, you can also play and
17 record CDs onto the PC's hard drive, organize and
18 play music downloaded from the Internet and create
19 music lists."

20 **Q. Thank you.**

21 A. This one appeared in the Philadelphia
22 Inquirer, also press coverage on the Wave/PC.
23 Push-button radio comes to the PC. This appeared in
24 Fortune Magazine on September of 2001, also an

1 article on the Wave/PC. This one appeared in
2 Popular Science on the What's New section, The Web
3 Catches a Wave is also on the Wave/PC 2001. This
4 article was called from Sound & Vision Magazine
5 September 2001 CD to MP3 to ABC - Bose Wave/PC
6 interactive music system appeared in September of
7 2001. This one appeared in the magazine called
8 Potentials from Minneapolis Advanced PC Stereo,
9 talking about the Wave/PC October 2001. This one
10 appeared in Darwin, a multi-publication November
11 2001. The article is called Catch a Wave, and it's
12 also on the Wave/PC.

13 **Q. Could you read the highlighted text? Thank**
14 **you.**

15 A. "You can listen to MP3 and Wave digital
16 audio files that you create from your own CDs or
17 download from online music sites. The software can
18 record CDs to your hard drive for later listening.
19 The software search function makes it a snap to find
20 any piece of music you want in under a second even
21 if you have thousands of songs recorded." This one
22 is from Business Travel Tuner Salad. It talks about
23 the Wave/PC. This is from a magazine called Strings
24 and this talks also about the Wave/PC interactive

1 audio system. This is from High-Tech Gifts. This
2 is a gift guide and it talks about the Wave/PC, too.

3 **Q. Can you identify this document?**

4 A. This is a transcript from -- oh, I remember
5 this -- a transcript from a CNN interview I did on
6 Wave/PC back when we introduced the product back in
7 2001. CNN wanted to do an article on the Wave/PC,
8 not an article, an interview on Bose and MP3.

9 **Q. This was a radio interview?**

10 A. No.

11 **Q. This is a television interview?**

12 A. Yes. I remember it because I was very
13 nervous. It was national television. So it wasn't
14 fun.

15 **Q. When was that again?**

16 A. This was in September 2001. This is a
17 direct mail piece on the Wave/PC interactive music
18 system.

19 **Q. Thank you. That is all I have for direct.**
20 **Mylene, Ray, do you want to keep going or would you**
21 **like to take a very quick break?**

22 MS. DAO: We probably would like maybe
23 at least a 15 minute maybe to 30 minute break just
24 to review our notes.

1 MS. BROSIUS: Okay. Can we say 11:00?

2 MS. DAO: 11:00 sounds good.

3 (Recess held.)

4 CROSS-EXAMINATION

5 BY MS. DAO:

6 Q. I'd like to start, Mr. Carvajal, by
7 referring to a couple of registrations owned by Bose
8 Corporation. You mentioned that you had knowledge
9 Always marks (sic) owned by Bose Corporation; is
10 that correct?

11 MS. BROSIUS: I'm going to object. That
12 mischaracterizes his prior testimony. You can
13 respond as you're able.

14 A. I'm not sure I understand the question, if I
15 am --

16 Q. What I'd like to do is to bring your
17 attention to a few Bose corporation applications and
18 registrations. I don't know if your attorney, Amy,
19 if you could refer him to a couple of those by the
20 register pages; namely, a couple of Wave
21 registrations and applications, and we can go
22 through them and I can ask those questions.

23 MS. BROSIUS: I don't and I can't. I'm
24 going to need to interpose an objection based on

1 this being outside the scope of Mr. Carvajal's prior
2 testimony. This cross-examination should be limited
3 to the topics raised on direct.

4 MS. DAO: Okay. Fair enough. I'll move
5 on.

6 Q. Mr. Carvajal, are you aware of the GoldWave
7 trademark?

8 A. I became aware yesterday after a
9 conversation with Amy.

10 MS. BROSIUS: I'm just going to counsel
11 you not to reveal the substance of our
12 correspondence. You can answer as you can outside
13 of that.

14 A. Yes, I am aware of it.

15 Q. And you were aware of that since yesterday
16 only?

17 A. That's correct.

18 Q. Mr. Carvajal, if I understand you correctly,
19 since you have worked for Bose Corporation since
20 1995 you never came across the mark GoldWave?

21 MS. BROSIUS: And again, I'm just going
22 to object that this is outside the bounds of Mr.
23 Carvajal's prior testimony. You can answer as
24 you're able.

1 A. Not that I can remember.

2 Q. Fair enough. Mr. Carvajal, do you know of
3 any free media player programs out there in the
4 market?

5 MS. BROSIUS: Again, an objection on
6 outside the bounds of direct. I'll just interpose
7 that as a standing objection. I'll note it
8 as-needed as we continue.

9 A. What was the question, free media player?

10 Q. Free media player programs available on the
11 market.

12 A. Free as in no charge?

13 Q. That's right.

14 A. Yes.

15 Q. And which ones would that be?

16 A. I don't recall any particular names of ones
17 at this point. I believe there are some players
18 like MusicMatch or Winamp, the basic versions of
19 those are free of charge for customers.

20 Q. So if I understand. The Wave/PC device,
21 could it be best described as a media player program
22 similar to Winamp?

23 A. No. We actually thought it was a very
24 different product all together. The reason for that

1 is because Wave/PC combined hardware and software to
2 provide a user experience that was much better than
3 that of the free media players available at the
4 time. We charged for our software because the price
5 of our Wave/PC product was actually \$100 over what
6 the price of the Wave Radio which is the same
7 product without the software. And the reason we did
8 that is because we felt it had value because of the
9 fact that it did things differently than those
10 players did. That's it.

11 **Q. Now, Mr. Carvajal, are the Wave/PC devices**
12 **sold in the U.S.?**

13 A. Currently?

14 **Q. Yes.**

15 A. No, we don't sell that product at this time.

16 **Q. Again, you said it is not sold any longer at**
17 **this time?**

18 A. That is correct.

19 **Q. Since when was it no longer sold in the U.S.**
20 **marketplace?**

21 A. We discontinued the product in 2002.

22 **Q. And when was the Wave/PC product last**
23 **manufactured for market consumption by Bose**
24 **Corporation?**

1 A. Also 2002.

2 Q. Can you name the software product sold by
3 Bose?

4 MS. BROSIUS: I'm going to object as
5 outside the bounds of prior testimony. You can
6 answer as you're able.

7 A. Is your question PC software?

8 Q. That's correct.

9 A. In the home entertainment division, I don't
10 believe we have other PC software at this time. In
11 the professional division, I don't know.

12 Q. Do you know of any other companies using the
13 word Wave to identify their electronic products?

14 MS. BROSIUS: Objection. You may
15 answer.

16 A. I am not aware of them.

17 Q. Mr. Carvajal, when techies are referring to
18 the word Wave, what do they mean?

19 A. Sorry. When who?

20 Q. When techies are referring to or mention the
21 word Wave, like Wave audio file, what do they really
22 mean?

23 MS. BROSIUS: Are you asking -- I'm
24 sorry. We're not understanding the term. Did you

1 just say techies?

2 MS. DAO: Yes, computer experts.

3 MS. BROSIUS: I'm going to object.

4 Based on personal knowledge you can answer.

5 A. I'm not sure I understand the question. We
6 know that most people refer to the Wave brand as the
7 product that we market. I'm not sure I understand
8 your question.

9 Q. So you only understand Wave through your
10 marks or Bose Corporation's marks?

11 A. Mostly, yes.

12 Q. You are not aware of software programs, I'll
13 give you an example, like AWave or Waves with an "s"
14 or WaveMaker?

15 A. I am not.

16 Q. No?

17 A. No, I am not.

18 Q. Mr. Carvajal, you mentioned that Wave, the
19 Wave/PC device allows for a certain editing of CD
20 track titles and station information; is that
21 correct?

22 A. That is correct.

23 Q. Now, does it allow for any editing of sound?

24 A. No, it does not.

1 **Q. Does the Wave/PC software allow for any**
2 **filtering of noise?**

3 A. No, it does not.

4 **Q. Does the Wave/PC software allow for any**
5 **changes in equalization?**

6 A. No, it does not. The only -- what the
7 Wave/PC software let's you do, it does let you
8 control the quality of the recording from the CD by
9 adjusting the bit rate that you choose to encode
10 your MP3 files at.

11 **Q. So if I understand correctly, it's solely**
12 **audio then?**

13 A. I'm not sure I understand your question.

14 **Q. It's just a matter of how it is played, the**
15 **quality is played, in other words, just audio and**
16 **sound?**

17 A. Yeah, but that's what we're talking about,
18 right? I think -- I don't understand your question,
19 this last one.

20 **Q. The software allows the device to play the**
21 **music but no changes in sound or audio?**

22 A. Again, as I mentioned earlier, the user does
23 have the ability of controlling the audio quality of
24 the files that the user stores in their PC by

1 adjusting the bit rate when recording their CDs into
2 the hard drive.

3 Q. Does the Wave/PC software allow the user to
4 add let's say echoes or reverse?

5 A. No, it does not.

6 Q. Does it allow for the user to maybe speed up
7 or slow down the audio file?

8 A. No, it does not.

9 Q. You had mentioned, Mr. Carvajal, the
10 components of the Wave/PC in your earlier testimony,
11 and I'm just going to name it again just to be sure.
12 It was radio, cable, and it included software that
13 allowed access and to listen to radio on CD-ROM?

14 A. Um-hmm. That's correct, and owner's manual.

15 Q. And an owner's manual?

16 A. Yes.

17 Q. Now, is the Wave/PC ever sold without the
18 radio?

19 A. No, we did not market the product without
20 the radio.

21 Q. So, Mr. Carvajal, was the software
22 associated with Wave/PC ever sold separately?

23 A. No, it wasn't.

24 Q. Thank you, Mr. Carvajal. That's all I have

1 for you.

2 A. Thank you.

3 REDIRECT EXAMINATION

4 BY MS. BROSIUS:

5 Q. And I just have maybe two or three questions
6 for redirect. I just wanted to ask you a question
7 about what you were just describing the bit rate.
8 Can you just explain maybe a little more technically
9 in-depth how that control of the audio quality was
10 affected by the software.

11 A. Yeah. Basically MP3, what MP3 is is a way
12 to compress audio so that you can store an audio
13 file that would normally take something like 30 or
14 40 megs to four megs or three megs. So it's a way
15 to compress. The more compression you apply to the
16 files, the worse the sound audio quality is going to
17 be in most cases. And the software, the Wave/PC
18 software that we offered gave the user the ability
19 to adjust that bit rate so that if -- let's say the
20 user had a very limited hard drive, they didn't have
21 a lot of space in their hard drive and they wanted
22 to put a lot of music into their hard drive, they
23 could actually reduce the bit rate. Our default was
24 192 kilobytes per second which we felt was good

1 audio quality. The user could go down to 128 or
2 even lower and, therefore, they could store much
3 more music in their hard drive but at the risk that
4 that music could start to hear artifacts or start to
5 not sound as good. So the user had control of the
6 audio quality of the music that they recorded from
7 CDs by adjusting the bit rate.

8 **Q. Great. And then as far as the software**
9 **component, that was a CD-ROM that was packaged along**
10 **with the unit and the cable; is that correct?**

11 A. That's correct.

12 **Q. And would Bose ever be in a position to**
13 **replace a damaged CD-ROM?**

14 A. Yeah. So we didn't sell it at retail or
15 through our -- separately, but through our technical
16 support our Customer Service, our owners dot com
17 site, we did offer the software for people who
18 needed to either replace the disk or they maybe
19 threw away the disk and they moved to a new computer
20 and they wanted to reinstall the software. So we
21 did make the software available for people at a
22 later time.

23 **Q. So the Wave/PC is still in the marketplace?**

24 A. Yes. We currently support the product and

1 there are still users on the product out in the
2 market.

3 Q. So if people have issues with the Wave/PC
4 unit that they do own, they can call and get some
5 type of support, troubleshooting?

6 A. That's correct. Yes.

7 Q. That's all I have.

8 (Whereupon, at 11:16 p.m., the
9 deposition of Santiago Carvajal adjourned.)
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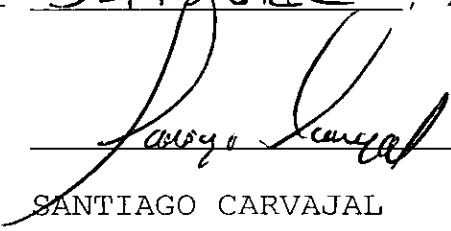
E R R A T A S H E E T

I, SANTIAGO CARVAJAL, do hereby certify that I have read the foregoing transcript of my testimony, and further certify that it is a true and accurate record of my testimony (with the exception of the corrections listed below):

Page	Line	Correction
<u>18</u>	<u>1</u>	<u>PORTHOLES → PORTALS</u>
<u>19</u>	<u>21</u>	<u>LUCKY → LIKELY</u>
<u>20</u>	<u>11</u>	<u>IEFA → IFA</u>
<u>29</u>	<u>24</u>	<u>IS → WAS INTRODUCED IN</u>
<u>37</u>	<u>11</u>	<u>TOP-NOTCH → TOP-BOX</u>
<u>38</u>	<u>18</u>	<u>DIFFERENT → DIFFERENCE</u>
<u>42</u>	<u>9</u>	<u>DISTRICT → BUSINESS</u>
_____	_____	_____
_____	_____	_____
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Signed under the pains and penalties of perjury this

22 day of SEPTEMBER, 2006

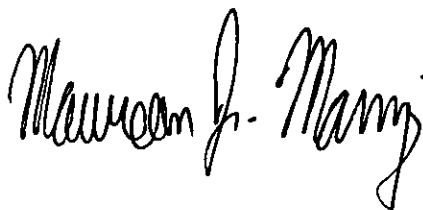

SANTIAGO CARVAJAL

1 COMMONWEALTH OF MASSACHUSETTS

2 MIDDLESEX, ss.

3 I, Maureen J. Manzi, Certified Shorthand
4 Reporter and Notary Public, CSR #135093, duly
5 commissioned and qualified in and for the
6 Commonwealth of Massachusetts, do hereby certify
7 that there came before me on the 18th day of August,
8 2006 the person hereinbefore named, who was by me
9 duly sworn to testify to the truth and nothing but
10 the truth of their knowledge touching and concerning
11 the matters in controversy in this cause; that they
12 were thereupon examined upon their oath, and their
13 examination reduced to typewriting under my
14 direction and that the deposition is a true record
15 of the testimony given by the deponent.

16 In Witness Whereof, I have hereunto set my
17 hand and affixed my seal this 26th day of August,
18 2006.

19 
20
21

**CERTIFIED ORIGINAL
LEGALINK BOSTON**

22 Notary Public

23 My Commission Expires:

24 January 17, 2008

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